

REPORT TO: POLICY AND RESOURCES COMMITTEE - 12 MARCH 2012

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

REPORT BY: CHIEF EXECUTIVE

REPORT NO: 65-2012

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 this report, and agree that similar reports should continue to be submitted annually
- ii) encourage departments to maintain their efforts to listen to and respond to feedback from customers and to identify any further customers who should be consulted with a view to achieving service improvements
- iii) note that a project has been established under phase 2 of the Corporate Improvement Programme to review how the Council engages with its customers and that specific proposals will be brought forward 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 Chief Executive's Department 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's Transportation Division devised new subsidised bus services in response to public and campaign group concerns over changes to the local bus network, and also took account of community concerns in the review of speed limits on A and B class roads. Engineers reviewed the winter maintenance service in light of public complaints, press coverage and councillors' concerns during the severe winter weather of 2010/11, and this resulted in changes for 2011/12 including

increased salt stock; additional in-house and external resources; improved plans and allocation of resources to routes around schools, social work properties and sheltered housing; new improved plant for footway snow clearance; improved grit bin provision; and better communication with the public

- Chief Executive's Department Communities and Policy Division is responsible for a range of community services and facilities. The Corner has continued to listen to the young people who use its services and worked closely with partners on joint initiatives to strengthen work in education and health; Ancrum Outdoor Education Centre has improved its pre and post activity information sharing with customers and client groups following feedback, and has put in place a development plan to improve marketing/advertising; Centres and Projects are making more use of community notice boards and some centres have developed electronic displays at receptions, while each centre is using the Community Consult 2011 results as part of its development plan, including development of the diversity of provision and accessibility of activities. Feedback has also helped centres change aspects of layout and decor. Community Regeneration are reviewing Community Engagement Action Plans, and using the feedback to adjust timing of meetings and methods of communication. Feedback from the Local Community Plan Impact Assessments has been analysed and routed to Local Community Planning Partnerships and service providers. Areas for improvement have been identified with regard to engaging hard-to-reach audiences. Community Learning and Development have improved procedures for accepting written translation jobs as a result of concerns about potential fraud/identity theft, and are to pilot a new electronic booking system in response to comments from the NHS and deaf community. Community Safety staff have used survey results to work with local people to tackle community safety issues in their area. Wardens, the Anti-Social Behaviour Team and the Police have undertaken focused, co-ordinated action targeting hotspots put forward by local people, and follow-up surveys to see if people noticed a positive difference have shown encouraging results.
- Education issued letters to all parents/carers to provide information about how they will be informed about school closures and to notify them of their own school's snow/ice plan and priorities. In response to Govmetric feedback, the website has been amended to include information on primary school meal menus and costs, on pupils starting school and on early years and childcare information factsheets. They also decided not to take forward proposals for a 33 period week following consultation, and made changes to the City Campus arrangements.
- Environment's Construction Division have used the results from the Housing Repairs Service Satisfaction Survey to develop an Action Plan as part of their Public Sector Improvement Framework assessment; Environmental Protection have continued to expand the provision of on-street containers and placed these in areas where there have been complaints from members of the public, with these areas also receiving an on-street paper collection service; Environmental Management have facilitated Community Sports Hubs, improved pitches, consulted with various bodies about upgrading the cycling track at Caird Park, introduced ground protection boards for vehicle access to cemeteries to reduce damage to grass areas, allocated resources to improve security of allotments, and delivered or planned improvements to parks and cemeteries through partnership with Friends groups; Trading Standards have used the customer satisfaction data collected through the Trusted Trader online service to focus on areas where customers perceive they are performing badly and continually measure the results of any service improvements. Business members of Trusted Trader are also consulted so the scheme can be tailored.

- Finance Revenues Enquiry Team won the GovMetric Team of the Year award for the way in which the team is using the results of instant customer feedback following calls or website visits to identify and investigate areas for improvement.
- Housing have re-designed and re-launched their website to make tenants more aware of the anti-social behaviour service; publicised the repairs appointment system and ensured staff request access arrangements to speed up the time taken to do repairs; advertised local meetings and consultations to ensure tenants know about opportunities to give their views; introduced a pro-forma to ensure that housing officers and tenants agree the works to be done on properties at re-let; and asked a service improvement team to consider how best to give waiting list applicants information about where properties are situated and how to check their position on the list. As a result of tenant-led inspections, signage has been improved in District Office reception areas and alterations made to staffing over lunchtimes.
- Leisure and Culture Dundee's Leisure Centres through their user feedback processes have replaced fitness equipment within sports centres; developed more diverse activities including holiday programmes; enhanced swimming lessons and expanded adult fitness programmes; developed new outdoor all-weather pitches at DISC; created a Leisure Active member focus group and established regular user group meetings. Sports Development have adjusted programmes to better reflect local needs, resulting in a 15% increase in attendances; introduced an online booking and payment system; changed the focus of athletics and gymnastics classes in response to parents' feedback; changed the timing and focus of P4-P7 football classes; adapted the Youth Sports holiday programmes; and used feedback from and involvement of community clubs to enhance club development training for officers. Golf Courses have hired additional machinery to maintain course standards; installed new paths, customer information signs and tee markers; and changed the schedule and focus of the golf stakeholder meetings. Camperdown Wildlife Centre opened their new visitor centre and cafe; completed a trial of extended summer opening hours; re-designed the website to be more interactive, including an online comments function; and helped to set up a Friends Group. Library and Information Services have arranged additional sessions for vulnerable groups; purchased additional devices to allow users access to e-library services; amended stock selection for audio books and provided alternative equipment for users who could previously only use cassettes; and arranged an additional series of authors' talks to meet demand. Halls and Music Development have replaced the sound system in the Caird Hall to provide the necessary quality of sound for a range of events. Arts and Heritage have provided families with more self-directed creative learning activities, including activity sheets, gallery trails and 'hands-on' resources at Mills Observatory, Broughty Castle and McManus; introduced new ranges of shop merchandise; programmed changes to displays at Mills and Broughty; and provided customer service training for all members of the Visitor Assistant Team.
- Social Work have taken action to ensure that customers are able to communicate in the language of their choice when dealing with social work services, using the Language Line Telephone Interpreting Service in emergencies and face to face interpreting for non-emergency situations; and to ensure that the information displayed in offices is up to date and the reception areas are as welcoming as possible. Social Work are nearing the end of a process to make their complaints handling process more efficient, the final part of which will be a redrafting of the publication *Your Right to be Heard* which explain the complaints procedure to the public. As a consequence of inspection reports and self evaluation, the Department is moving more to an outcomes based approach to service delivery and monitoring of performance, based on what outcomes people expect to improve the quality of their

lives. Partnership in Practice consultation identified a number of key actions to be taken forward including making sure people know where to find out about services and support, exploring the Talking Points/Personal Outcomes approach further, and finding ways of consulting and involving people from Black and Minority Ethnic Communities. *Have Your Say* information gathering forms are used to take into account of the views of Looked After and Accommodated Children at the time of their reviews, and the information from these forms is collated and analysed as a method of ensuring we are getting it right for this vulnerable group.

- Support Services General Services are investigating training schemes for taxi drivers, and the Licensing Committee has agreed to change its policy to ensure that a mixed fleet of saloon and wheelchair accessible taxis is achieved. Scientific Services have added additional analytical services to the scope of their accreditation in the areas of food and water analysis; the form requesting tests can now be downloaded by clients from the website; and most test results are now emailed rather than printed and posted. Customer Services have improved the time taken to issue a disabled person's bus pass and developed the back-office systems with the Roads and Transport team to improve the accuracy of information and ensure better response times; the team is also reviewing its services using feedback from the GovMetric system which provides instant customer feedback at the end of calls or visits. Registrars have made it easier for people to book and pay for Council venues for weddings and civil partnerships, and also provide a very flexible service including ceremonies on Friday evenings and even on Christmas Day.

- 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 project has been established under phase 2 of the Corporate Improvement Programme to review how the Council engages with its customers. Proposals will be brought forward 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 Depute Chief Executive (Support Services), Director of Finance and chief officers of the departments mentioned in this report have been consulted.

David K Dorward
Chief Executive

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08/05/2012

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

Winter Maintenance Service

The service provided was reviewed in light of the experience gained in the severe winter weather of 2010/11.

Feedback from the service provider, public complaints, press coverage, councillors' concerns and an internal audit on winter service arrangements was used to influence changes to the service being provided in 2011/12.

Transport

Local bus network changes have caused much local concern and the Council responded to this by considering the need for new subsidised services.

Community concerns about the review of speed limits on A and B class roads were taken on board.

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

Winter Maintenance Service

Salt stock increased to give greater resilience.

Improved plans and allocation of resources to routes around schools, social work properties and sheltered housing.

Better preparedness for use of additional in-house resource in severe conditions.

Additional external resources appointed to assist early in severe conditions.

Some new improved plant purchased for footway snow clearance.

Grit bin provision policy and filling procedures improved.

Better communications with the public with improved website, new winter leaflet, better information provided to Customer Services to advise enquirers.

Route optimisation software purchased to carry out review of priority and secondary routes by 2012/13.

Review of footway plant for snow clearance and salt spreading underway for implementation in 2012/13.

Transport

The new services 202, 204, 206 and 208 were devised through public and campaign group comments as well as objective analysis of connectivity problems. The new services appear to be well-used but will be assessed in the summer and adjusted as required.

Technical and professional staff responded to public comments on the initial results from the review of speed limits on A and B class roads, and made adjustments which will be implemented during 2012.

ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING TO CUSTOMERS AND USERS

DEPARTMENTAL RETURN FROM : COMMUNITIES AND POLICY - CHILDREN/YOUNG PEOPLE SECTION

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 the service to gauge their satisfaction with the service and if they feel we have had an impact.

So far this year we 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

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 & 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 & Reproductive Health Services by offering an after school clinic

Young Peoples' Quotes re Corner Services:

Service and Staff

- Helpful information given in a caring and supportive manner
- I think it may be good to have an option to tick for a specific type of leaflet to be handed to you for people who may be shy to speak about a topic
- It was interesting and informative feeling like I have somewhere safe and private where I can talk things through if I am feeling low
- Well wicked ... very helpful ... saved my life
- I was very nervous before I came here, as thought I may be judged in a negative way. However, the nurse I saw was really helpful, understanding and non-judgemental. I definitely would tell my friends about The Corner and have no complaints – thank you
- Easy and relaxed way to get contraception. Helpful, would struggle being safe if this was not here – thank you
- Very helpful, lots of info on various subjects – fantastic service

- Thought it was a good service and found it of good quality and would suggest if anyone needs help to come here. Thank you x
- There was nowhere else for me to use the phone
- I would like to express my great gratitude for the extremely helpful and friendly services I received here. I had heard about this centre before but never realised how professional and helpful the system and staff were. Thank you
- I really like the green room, young people have done a really good job, the photos look fab in their frames
- Really nice and friendly, liked the ticky boxes because it isn't embarrassing xx

Getting the Positive Message Across

- It made me see the positive side of things more and made me more capable of dealing with problems I might come across
- Worker discussed issues around personal safety in regard to risky sexual behaviour, sexuality, sexual exploitation, alcohol intake, relationships along with housing issues
- I was treated very well and the staff here are all friendly and very helpful. I think The corner is a good place to go because you get seen to right away and try to solve any problems you have.
- I would definitely recommend The Corner to a friend
- I like having the opportunity to talk through something that was bothering me as it was something I felt I couldn't talk through with friends or family. I felt I got a lot of things off my chest today. I also think the newly decorated one to one room looks really good, really calming with colours and simple but pretty décor
- This visit has made me remember that I do things for myself, not just for other people, and that if I want to achieve something it's my own decision to do that and I have the strength to
- Good opportunity to talk about how I feel now I have passed my exams, talking about self-esteem and how people react when I'm happy and show it, or when I'm low, and how to turn the bad points into good points – it really helps to talk it through so I can realise what I'm doing and build on it
- The woman told me things I never knew about sex before and I thought I knew all about it
- It helped me to get the right info so I know what to do next. I feel happy about that. The corner is extremely helpful for young people: you make us feel secure and safe to openly discuss things. It has been of much help. Thank you
- Brilliant service – lovely staff who really help and support you well. No faults – excellent all round
- I thought it was good and a good and the survey is a very good idea
- Great contribution to the lives of young people across Dundee – keep it up!
- I came to The Corner because a member of staff came to my school

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.

The findings were as follows :

A What do you think of the Midnight Football Project?

Very Good	24 responses
Good	4 responses
Could Be Better	0 responses
Bad	0 responses

B Coming along on a Friday night and playing football has been good for me, because;

1 I have made new friends

Yes	20 responses
No	8 responses
Not Sure	0 responses

2 I would have been hanging around the street, getting into bother

Yes	19 responses
No	6 responses
Not Sure	3 responses

3 I have enjoyed attending the Project on Friday night

Yes	28 responses
No	0 responses
Not Sure	0 responses

Comments

- More time, longer session
- Make it longer
- It's fun, its really good
- Keep on doing it!
- Something to do!

C Taking part in this Project and playing football, can be good for you.....

1 I feel healthier than before

Yes	12 responses
No	12 responses
Not Sure	4 responses

2 I feel fitter than before

Yes	13 responses
No	11 responses
Not Sure	4 responses

3 I feel better and have more energy

Yes	14 responses
No	11 responses
Not Sure	3 responses

4 I know more about various issues such as smoking, alcohol and drugs awareness

Yes	18 responses
No	7 responses
Not Sure	3 responses

Young people requested more sexual health information, this had not been covered during the last three-month session.

D Playing football can give you new skills, make you a better player, build your confidence and help you build up relationships with peers and adults.....

1 Do you feel you are better at football than before

Yes	18 responses
No	6 responses
Not Sure	4 responses

2 Do you feel that you have learned new football skills

Yes	20 responses
No	6 responses
Not Sure	2 responses

3 Do you feel that the football skills you had already have become better

Yes	22 responses
No	3 responses
Not Sure	3 responses

3 Do you feel more confident now, than before the Project

Yes	15 responses
No	10 responses
Not Sure	3 responses

4 Good relationships with youth worker's and sports coaches

Yes	23 responses
No	4 responses
Not Sure	1 response

5 Learned to respect others, work together and listen to youth workers/sports coaches

Yes	26 responses
No	1 response
Not Sure	1 response

E My views on Midnight League

1 Want it to continue over the Summer

Yes	26 responses
No	1 response
Not Sure	1 response

2 To run longer

Yes	27 responses
No	0 responses
Not Sure	1 response

3 Interested in joining a club/team

Yes	14 responses
No	11 responses
Not Sure	3 responses

4 Interested in coaching opportunities

Yes	14 responses
No	11 responses
Not Sure	3 responses

5 Interested in helping to run/organise the Project

Yes	10 responses
No	14 responses
Not Sure	4 responses

ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING TO CUSTOMERS AND USERS

DEPARTMENTAL RETURN FROM COMMUNITIES AND POLICY - ANCRUM OUTDOOR EDUCATION CENTRE

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

Course/ Activity customer review forms highlighted very positive feedback in respect of the quality of instruction, venues used for activities and value for money and overall enjoyment and learning experiences gained.

Advertising was highlighted as an area in need of improvement

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

Administrative process was changed to improve pre and post activity information sharing with customers and client groups following feedback from a few individuals.

Development plan in place to improve marketing/ advertising of the outdoor centre and future upgrade of website.

ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING TO CUSTOMERS AND USERS

DEPARTMENTAL RETURN FROM COMMUNITIES AND POLICY - CENTRES AND PROJECTS

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

Community Centres have undertaken more specific targeting of advertising including more use of the web, and have also responded to feedback on the range and timing of activities and the layout and decor of facilities. Marketing strategies continue to be developed and implemented within all community centres. Internal Electric Notice boards where operational are being used to advertise both cultural events and a wide range of programme opportunities. In consultation with local management groups, Community Centre programmes have been adjusted to meet the needs of participants. There was major customer satisfaction research evidenced within 'Community Centres Consult 2011'. 700 people took part in 1to1 questionnaires. Results are available on the internet at

http://www.dundee.gov.uk/dundee/uploaded_publications/publication_3018.pdf .

99.7% of participants found the community centres welcoming. Over 97% felt safe and secure when using any of the Community Centres. Over 96% felt that the present community centre programme met their needs, aspirations and current requirements. 92.42% felt more confident as a result of their involvement within the centre programme. 91.57% expected to achieve more as a result of their involvement within the centre programme. 90.86% felt healthier as a result of their involvement within the centre programme. 91.28% felt part of the community and more included as a result of their involvement within the centre programme. 96.43% felt that using the community centres represented good value for money.

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 through the centres' marketing strategies.

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 Gumtree for one off events. Some Centres have developed PowerPoint and other electronic displays at Centre Receptions.

The Community Consult 2011 results have been developed into separate community centre reports which in turn have become part of each community centre's development plan in partnership with its local management group. Each community centre is now acting on this information as appropriately to further develop the programme. This includes the diversity of provision on offer and the accessibility of activities. 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

DEPARTMENT RETURN FROM COMMUNITIES AND POLICY - 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 Community Groups and Representative Structures. 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:-

- Extensive Community Consultations to create new Local Plans for 2012-2017.
- Self Evaluation using HGIOCLD tool to inform Practice Improvement Plans (annual review).
- Local Community Plan Impact Assessments. Findings available on request. A further Impact Assessment will be undertaken in 2013 following the first year of implementation of the Local Community Plans 2012-2017
- LCPP Annual Monitoring - April 2010-March 2011.

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.

Review of Community Engagement Action Plans to be completed by April 2012.

ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING TO CUSTOMERS AND USERS**DEPARTMENTAL RETURN FROM COMMUNITIES AND POLICY - COMMUNITY LEARNING AND DEVELOPMENT**

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

Literacy Learners Survey 2011 provided information on the progress in learning and positive impact on confidence levels and skills, with 100% reporting increase in both areas.

Quarterly Customer Satisfaction Surveys undertaken by Translation and Interpretation Service for NHS clients.

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

Improved procedures for accepting written translation jobs to ensure this complies with data protection - previously no proof of identify was required; complaints from other agencies about potential fraud/identity theft.

NHS and deaf community complained about manual booking system - new electronic booking system to be piloted.

ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING TO CUSTOMERS AND USERS**DEPARTMENTAL RETURN FROM COMMUNITIES AND POLICY - COMMUNITY SAFETY**

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

Community Safety Workers have undertaken surveys in local communities in collaboration with partners to identify key issues affecting local people.

Two 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

Survey results have allowed staff to work with local people to tackle community safety issues in their areas.

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

DEPARTMENTAL RETURN FROM EDUCATION

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

33 Period Week

The Education Department, in consultation with all Dundee Secondary schools, proposed a significant change to the school week through the introduction of a 33 period week. This policy change was fully consulted on with parents, pupils and staff. As a result of the feedback the proposal was not taken forward and alternative arrangements were made in light of the feedback received

City Campus

As part of the arrangements for Curriculum for Excellence and creating wider opportunities for all young people to be involved in learning at all levels, the City Campus provided greater opportunities for pupils to be involved in Advanced Higher through looking at shared delivery for all schools in a campus setting. A full review of the campus was carried out in November and, as a result of valuable feedback from pupils, parents and staff, a number of important changes have been built into next year's programme

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

Due to complaints received about lack of information regarding school closures, letters have been issued to all parents to provide information about how they will be informed about school closures.

Due to complaints received about ice/snow in school playgrounds, letters have been issued to all parents/carers to notify them of their own school's snow/ice plan and what the priorities are for their school.

Due to Govmetric feedback, the website has been amended as follows:

- Information is now provided about the cost of a primary school meal
- Primary school meal menus are now available with dates to inform parents/carers what pupils can expect on certain days
- Information has been included about pupils starting school
- The Early Years and Childcare Information section has been updated to allow customers to view factsheets on the website instead of phoning to request information

ANNUAL REPORT ON IMPROVING SERVICE THROUGH LISTENING TO CUSTOMERS AND USERS

DEPARTMENTAL RETURN FROM ENVIRONMENT DEPARTMENT - CONSTRUCTION DIVISION

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

Housing Repairs Service - Satisfaction Results for 2011

1	Has the Council given you enough information about Repairs Service and how it works:					
	Yes	93%	No	7%		
2	Has the Council given you enough info about who to contact in relation to repair?					
	Yes	97%	No	3%		
3	Did you find it easy to speak to right person in Council in relation to repair?					
	Yes	98%	No	2%		
4	Do you feel that Council employees you dealt with were efficient doing their job?					
	Yes	98%	No	2%		
5	Were the tradesmen who carried out the repair helpful and polite?					
	Yes	100%	No			
6	Did the tradesmen take appropriate care while carrying out the work?					
	Yes	99%	No	1%		
7	Were you happy with the standard of workmanship shown by the tradesmen?					
	Yes	99%	No	1%		
8	Were you happy with the standard of materials used by the tradesmen?					
	Yes	92%	No	1%	Don't know	7%
9	How did you report the repairs?					
	Other			11%		
	Phone Area Office			4%		
	Phone Housing Repairs Service			82%		
	Visit Area Office			3%		
10	Did you find it easy to report the repair?					
	Yes	97%	No	3%		
11	Was it explained to you what would be done?					
	Yes	93%	No	7%		

12	Were you told when to expect the repair to be completed ?					
	Yes	96%	No	3%	Don't know	1%
13	Were you asked about when would suit you best to have the repair completed?					
	Yes	79%	No	19%	Don't know	2%
14	Was the repair carried out the one you expected?					
	Yes	96%	No	4%		
15	Were you told by the tradesmen how long the repairs would take to complete?					
	Yes	80%	No	18%	Don't know	2%
16	Was the repair carried out within the expected time?					
	Yes	88%	No	4%	Don't know	8%
17	Do you think the repair was completed within a reasonable time?:					
	Yes	96%	No	3%	Don't know	1%

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 customer results above were used in a recent Public Sector Public Improvement Framework study which has now reached the Action Planning stage. These actions are intended to improve the service.

ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING TO CUSTOMERS AND USERS**DEPARTMENTAL RETURN FROM ENVIRONMENT DEPARTMENT - ENVIRONMENTAL PROTECTION DIVISION**

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

Waste Strategy

Consulting householders on waste disposal and recycling is essential to the city meeting its recycling targets. Between summer 2010 and summer 2011 the department's Recycling Advisors carried out 15,002 doorstep visits. This resulted in 3,136 households placing an order for new containers. A total of 4,443 containers were issued and 1,318 containers (the old 120 litre blue bins) were removed.

The Advisors also been worked with householders for the launch of the food waste recycling pilots in September 2011.

Waste Services

Questions regarding satisfaction with the refuse collection service are included in the annual consumer survey coordinated by the Chief Executive's Department. The 2011 survey shows 99% of users satisfied or very satisfied with the quality and accessibility of the service. 97% of survey respondents were satisfied with the street cleaning service and the cleanliness of streets.

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 department has continued to expand the provision of on-street containers (Euro Bins) and have placed these where there have been complaints from members of the public in areas such as Perth Road, Peddie Street and Fairbairn Street. These areas are also receiving an on-street paper collection service.

ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING TO CUSTOMERS AND USERS

DEPARTMENTAL RETURN FROM ENVIRONMENT DEPARTMENT - ENVIRONMENTAL PROTECTION DIVISION

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

Trading Standards

Trading standards customer satisfaction data is collected on a continuous basis through the Trusted Trader online service. It is publicly available through the Trusted Trader website. Results for the 22 months to end November 2011 [75 responses received] were:

Satisfaction with:

Provision of information and advice - 95%

Polite, friendly etc staff - 97%

Responsive to customer needs - 97%

Satisfaction with outcome of contact - 95%

Overall rating of service - 96%

Customers' views of our compliance with service standards:

We responded promptly to initial contact - 100%

Employee gave their name - 99%

We were fair - 100%

We kept the customer advised of progress - 98%

We did what we said we would - 100%

We referred the customer to other sources of advice where necessary - 90%

This performance is slightly improved in the past 12 months

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 data above can be used to focus on areas where customers perceive we are performing badly, and continuously measure the results of any service improvements.

Previously Trading Standards have asked customers of their priorities for our service, and adjusted work streams accordingly, for example giving a priority to giving advice and assistance to consumers. Business members of the Trusted Trader scheme are consulted so that the scheme can be appropriately tailored.

ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING TO CUSTOMERS AND USERS

DEPARTMENTAL RETURN FROM ENVIRONMENT DEPARTMENT - ENVIRONMENTAL MANAGEMENT DIVISION

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

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

Cycling - Regular meetings with the Discovery Cycling Club particularly around the use of the Caird Park Velodrome.

Cemeteries - Liaison meetings with Monumental Masons and Undertakers.

Allotments - There is a regular meeting with the Dundee Federation of Allotments and separate Allotment Associations.

Friends Groups - Baxter Park, Barnhill Rock Garden, Greater Balgay, Templeton Woods, the Western Cemetery, Stobsmuir Park, Beach Management Group.

Local Community Planning Partnership Groups - Departmental structure is designed to fit into the LCCP areas and these are attended by Senior staff and their issues are fed into the development of the service.

The results from the Council's annual consumer survey for 2011 show high levels of satisfaction with the quality and maintenance of parks and open spaces (97% satisfied or very satisfied) and 88% satisfaction with childrens play areas.

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 - In addition to facilitating the principles of Community Sports Hubs, improvements have been made to pitches including the replacement of the outdoor pitches at DISC Sports Centre.

Cycling - Ongoing consultation with Discovery Cycling, the Governed Bodies and Sport Scotland in respect of upgrading the track at Caird Park.

Cemeteries - Ground protection boards for vehicle access to graves to reduce to grass areas. This was instigated following complaints from service users.

Allotments - With regular allotment meetings to review the strategy and action plans, resources have been made available to deal with long term security issues and through erecting new security fencing.

Friends Groups - A number of improvements in parks/cemeteries have been delivered or are in progress of being delivered through a sound partnership with the Friends Groups particularly Greater Balgay, Western Cemetery and Stobsmuir Park and Baxter Park.

ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING TO CUSTOMERS AND USERS**DEPARTMENTAL RETURN FROM FINANCE - REVENUES VISITING TEAM**

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

The following results are for the Visiting Team in the Revenues Division

- 99% - Satisfied/Very Satisfied that they had been dealt with in a courteous & professional manner
- 100% - Satisfied/Very Satisfied with the information that the Liaison Officer had given them
- 100% - Satisfied/Very Satisfied that the Liaison Officer answered all questions fully
- 98% - Satisfied/Very Satisfied that they were treated fairly and without discrimination during the visit
- 99% - Customers had no comments or suggestions on how to improve our visiting 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 only suggestion made was for visits to be pre-notified. As stated in the report for last year, a pilot exercise was undertaken to determine whether or not this procedure would be more effective. The results from the pilot proved that pre-notified visits were not beneficial for the service.

ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING TO CUSTOMERS AND USERS**DEPARTMENTAL RETURN FROM FINANCE - REVENUES ENQUIRY OFFICE**

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

For face to face contact with the public at the Revenues Enquiry office, the overall level of customer satisfaction is 87.91%.

For contact by phone with the Revenues Enquiry team, the overall level of customer satisfaction is 96.24%.

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 above figures have been obtained from the GovMetric software used by the Council, and represent the performance for the calendar year 2011, the first full year the software has been used by Revenues. The statistical information is run off on a monthly basis and managers analyse the results to identify areas of improvement.

As this year included the move to Dundee House, it has taken time for staff and customers to get used to the new environment for face to face transactions. Any suggestions provided by customers are investigated but to date none have been taken forward.

It should also be noted that the Revenues Enquiry team won the GovMetric team of the year in a national competition.

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

The Housing Department issued its first comprehensive survey in January 2011. Results from this survey and a further programme of service specific surveys which were also carried out are detailed below:

Key Results from Comprehensive Tenant Survey (Status) issued in January 2011.

- Satisfaction with overall service - 77%
- Satisfaction with overall quality of your home - 78%
- Satisfaction with general condition of your property - 72%
- Satisfaction with neighbourhood as a place to live - 80%
- Satisfaction with value for money for rent - 67%

General Survey Programme Results as at October 2011

Capital Contracts - 98.9% (Target 95%)

Housing Support - 100% (Target 100%)

Homeless Survey 1 (Assessment Decision) - 93.4% (Target 98%)

Homeless Survey 2 (Temp Accommodation) - 96.8% (Target 92%)

New Home Survey - 88% (Target 97%)

Help With Neighbour Problems - 78.1% (Target 80%)

Waiting List - 80% (Target 81%)

Tenant Led Inspections were carried out on:

- Customer Care and Information
- Estates Supervision.

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

Comprehensive Tenant Survey

Service Managers within the Housing Department have analysed the results and customer comments received from respondents to the comprehensive tenants' survey issued in January 2011. Action plans have been drafted in response to this customer feedback.

Examples of issues arising from the survey and resulting actions are as follows:

- Anti-social Behaviour - some tenants were unaware of the service. The website will be redesigned and publicity updated and re-launched
- Response Repairs - some tenants expressed dissatisfaction about the time taken to carry out a repair. We will publicise the repairs appointments system on the website, Housing News, Repairs Leaflet and ensure Housing Repairs Centre/District Office Staff request access arrangements
- Tenant Participation/Communication - some respondents expressed dissatisfaction with how we take their views into account. Through the tenants' Training/Consultation Plan and regular newsletters we will advertise local meetings and consultations as well as communicating "You said, we did"

General Survey Programme

- New Home survey - some tenants said that work they expected to be carried out in their property had not been carried out. In responses to this, a pro forma has been introduced to agree works to be carried out for new tenants. The pro forma is completed at the viewing and signed by both parties to ensure both the housing officer and the tenant are in agreement about which jobs will be carried out by the Housing Department
- Some tenants said that not all issues were being covered at the viewing by the housing officer. Refresher training was given to staff on the use of the Viewing Checklist in August/September 2011
- The Housing Waiting List survey revealed that some tenants are dissatisfied with information on where our properties are situated and how to check their position on the housing list queue. Although information on both of these issues is currently available online, a service improvement team is to consider how best to provide this information to tenants as part of the application form

Tenant Led Inspections:

- Signage has been improved in District Office reception areas to improve customer awareness of where ticket machines for queues are sited and the availability of private reception rooms for discussion of private information.
- Alterations were made to frontline staffing in offices over lunch breaks to ensure customers receive a prompt service at these times.
- Housing Officers are using electronic notebooks for Estate Supervision walkabouts to aid note taking and ensure consistency of details of actions to be taken.

ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING TO CUSTOMERS AND USERS

LEISURE & CULTURE DUNDEE RETURN FROM LEISURE AND SPORT - LEISURE CENTRES

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

Regular Liaison meetings with clubs and association representatives to obtain views and issues.

Feedback from daily interviews has resulted in the following customer approval:

- Olympia - 88%
- DISC - 88%

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.

More knowledgeable staff - ensuring that health and safety requirements are fulfilled as well as providing accurate information services for customers.

More multi-skilled staff - assisting with the development of staff by providing further training and cover opportunities e.g. swimming teachers providing AquaZumba instruction classes.

Improved facilities - this has included the development of the new outdoor all weather pitches at DISC as well as the Gymnastics Centre.

Improved equipment - this has included the replacement of fitness equipment within sport centres

More diverse activities - including holiday programmes, enhanced swimming lessons and expanded adult fitness programme.

Creation of a LeisureActive member focus group and establishment of regular user group meetings.

ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING TO CUSTOMERS AND USERS

LEISURE & CULTURE DUNDEE RETURN FROM LEISURE AND SPORT - 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 for Summer and November 2011 returns
432 returns

99% of returns rated the Quality of Activity as excellent or good
99% of returns rated the Enjoyment of Activity as excellent or good
99% of returns rated the Content of Activity as excellent or good
97% of returns rated the Suitability of Time as excellent or good
98% of returns rated the Value for Money as excellent or good
99% of returns rated the Helpfulness of Coaching Staff as excellent or good
99% 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%	4.5%
Would you recommend this class to others?	95%	0.5%	4.5%
Would you like to be sent information on further activities your child can attend?	88%	6%	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.

Sports Development has been far more successful this year in listening to its customers and identifying need in the local community. Programmes have been adjusted to better reflect these local needs whilst maintaining its citywide programmes operated through Sports and Leisure Centres. The result is a 15% increase in attendances across the city.

A significant change was made this year to the Sports Development holiday programmes when the online booking system was introduced via BOOKLET. A considerable amount of comments and suggestions were previously received regarding the old manual process. Parents would complain about the handwritten booking forms and postal booking process or alternatively visiting Caird Park to make a booking. Parents can now book and pay online through our Sports Development website creating an efficient and effective booking process.

In response to comments received by parents through the Customer Feedback cards, the structure of a number of Gymnastics classes were altered to reduce the length of time spent on the warm-up and therefore increasing the time on the apparatus.

Also, co-ordinated session plans for each block of the Run, Jump and Throw athletics classes are now produced and implemented across all classes in response to a parent requesting a greater focus on specific athletics disciplines.

Children and parents were consulted as to the most suitable time for the P4 - 7 football classes, resulting in a number of classes moving from after school hours to lunchtimes. Children were also consulted on the content of these sessions and the focus is now on small-sided games instead of coaching, which compliments their club activity. As a result of these changes, the numbers attending the classes has

increased. Furthermore, in response to parental consultation, the communication process for football classes for 5 - 8 year olds, has been changed to email rather than letters through the post regarding the classes.

Due to last year's feedback on the Youth Sport officer's holiday programmes, the 2011 programme was adapted to become the very successful Youth Sports Zone. Many of the diversionary activities have also been changed to multi-sports sessions instead of just football, due to feedback from users.

Club Development training days for officers have incorporated sessions with actual club involvement. Feedback from all participants has been used to make these sessions more effective for the clubs and officers. Involving the community clubs in service development is an area that has been highlighted as good practice nationally by **sportscotland**. Numbers attending the classes have increased. Furthermore, in response to parental consultation, the communication process for football classes for 5 - 8 year olds has been changed to email rather than letters through the post regarding the classes.

ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING TO CUSTOMERS AND USERS

LEISURE & CULTURE DUNDEE RETURN FROM LEISURE AND SPORT - GOLF AND WILDLIFE CENTRE

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

Unable to give any specific results for Golf services due to the reorganisation.

The Wildlife Centre results will be available in Mid January.

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.

Golf Courses

- Additional machinery hired during the summer months to assist in maintaining the course standards.
- New paths surfaces are being installed between tees and greens.
- On site surveys started to identify drainage problems at Caird Park
- New customer information signs installed at both courses informing golfers of changes on the day.
- Changed the tee markers to a more aesthetic design in response to golfers comments
- Changed the schedule and focus of the golf stakeholder meetings to more frequent and stakeholder involvement in decision making.
- The new Golf Professional has increased the retail and coaching offer at Caird Park Golf Course.

Wildlife Centre

- The new Camperdown Wildlife Centre & Cafe was completed this year offering a new catering experience, upgraded and improved retail selection, additional toilets and a new learning room experience.
- Otter species changed to a more active/visible group to increase the opportunity to see them
- Completed a trial of extended summer opening hours
- Re-designed the web site to make it more customer friendly and interactive, including an online comments function
- Assisted in the setting up and development of the Friends of Camperdown Wildlife Centre group

ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING TO CUSTOMERS AND USERS

LEISURE & CULTURE DUNDEE RETURN FROM LIBRARY AND INFORMATION SERVICES

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

Customer satisfaction surveys completed during 2010/11 by participants and their carers indicate that 90% of respondents agree that support sessions for vulnerable groups are beneficial.

As a result of a successful bid in 2010, a variety of devices to allow users to access the e-book/e-audio book service were purchased for use with housebound customers and users who are unable to access either library premises or e-services. Feedback indicated that demand for these devices is high, providing significant opportunities to address digital exclusion in Dundee.

A 2010/11 survey of customers who use the audio book service indicated that 85% of users would find CD format for the books acceptable, and would prefer this to cassette.

During 2010/11 attendees of author talks were asked to complete questionnaires following the events. Feedback indicated that 57% would want to be informed of future 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.

Additional group sessions have been arranged to meet demand in recognition of the positive feedback received.

As a result of feedback from users who have been involved in the project to provide access to e-library services, a strategy is in place to purchase additional devices to enhance session delivery, including iPads with assistive software aimed at people with speed and communication difficulties.

The stock selection policy has been amended to reflect the purchase of CD format for audio books, with users who previously only had the means to use cassettes provided with alternative equipment.

An additional series of author talks have been arranged for the forthcoming year to meet the expressed demand.

ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING TO CUSTOMERS AND USERS**LEISURE & CULTURE DUNDEE RETURN FROM CULTURAL SERVICES - HALLS AND MUSIC DEVELOPMENT**

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

Clear evidence was provided that the sound system in the Caird Hall was inadequate for an increasing number of event organisers and that the quality was less than acceptable for the members of the audiences.

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 replacement sound system was installed in the Caird Hall to provide the necessary quality of sound for a range of events.

ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING TO CUSTOMERS AND USERS

LEISURE & CULTURE DUNDEE RETURN FROM CULTURAL SERVICES - ARTS AND HERITAGE

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

Based on Visitor Survey forms completed at the following venues:

Broughty Castle Museum

- 90% of respondents rated the Displays 4 or 5 out of 5.
- 57% of respondents rated the Interactives 4 or 5 out of 5.
- 47% of respondents rated Range of Goods on Sale at the Shop 4 or 5 out of 5.
- 48% of respondents rated Shop Merchandise 4 or 5 out of 5 in terms of Value for Money.
- 42.5% of respondents rated the Refreshment Area 4 or 5 out of 5.
- 89% of respondents rated the Friendliness/Helpfulness of Staff 4 or 5 out of 5.
- 90% of respondents rated their visit 4 or 5 out of 5 overall.

Mills Observatory

- 79% of respondents rated the Displays 4 or 5 out of 5.
- 89% of respondents rated the Telescopes 4 or 5 out of 5.
- 84% of respondents rated Range of Goods on Sale at the Shop 4 or 5 out of 5.
- 89% of respondents rated Shop Merchandise 4 or 5 out of 5 in terms of Value for Money.
- 90% of respondents rated the Friendliness/Helpfulness of Staff 4 or 5 out of 5.
- 95% of respondents rated their visit 4 or 5 out of 5 overall.

The McManus: Dundee's Art Gallery & Museum

- 86% of respondents rated the Exhibitions 4 or 5 out of 5.
- 81% of respondents rated the Displays 4 or 5 out of 5.
- 60% of respondents rated the Interactives 4 or 5 out of 5.
- 48% of respondents rated Range of Goods on Sale at the Shop 4 or 5 out of 5.
- 41% of respondents rated Shop Merchandise 4 or 5 out of 5 in terms of Value for Money.
- 51% of respondents rated the McManus Cafe Menu 4 or 5 out of 5.
- 47% of respondents rated the McManus Cafe 4 or 5 out of 5 in terms of Value for Money.
- 76% of respondents rated the Friendliness/Helpfulness of Staff 4 or 5 out of 5.
- 75% of respondents rated their visit 4 or 5 out of 5 overall.

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 indicated that many families wished to have access to more self directed Creative Learning activities when visiting. A new range of themed activity sheets, gallery trails and 'hands on' resources have now been introduced at Mills Observatory, Broughty Castle and The McManus, and are available on a daily basis.

New ranges of shop merchandise have been introduced to Mills Observatory, Broughty Castle and The McManus.

Customer Service Training was undertaken by all members of Visitor Assistant Team.

Changes to displays at Mills Observatory and Broughty Castle are programmed to take place in 2012.

ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING TO CUSTOMERS AND USERS

DEPARTMENTAL RETURN FROM SOCIAL WORK

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

Have Your Say forms have been used for a number of years to take into account the views of looked after and accommodated children at the time of their LAAC reviews, but the contents of these forms has only been collated since June 2011. The following interim report is based on forms filled in by looked after children at the time of their LAAC review between June and December 2011.

How do you like living where you are now?

Rating of placement (% of children per placement)	don't like	okay	like	other/blank	total	Number of children per placement
Foster (Dundee)	0.0%	0.0%	100.0%	0.0%	100.0%	18
Foster (external)	0.0%	33.3%	63.3%	3.3%	100.0%	30
Relatives (Dundee)	0.0%	30.8%	69.2%	0.0%	100.0%	13
Relatives (external)	0.0%	0.0%	100.0%	0.0%	100.0%	2
Residential unit	0.0%	33.3%	66.7%	0.0%	100.0%	3
Residential school	0.0%	80.0%	20.0%	0.0%	100.0%	5
Secure Unit	100.0%	0.0%	0.0%	0.0%	100.0%	2
Total	2.7%	26.0%	69.9%	1.4%	100.0%	73

I see my social worker

Placement	about right	not enough	too much	(blank)	total	Number of children
Foster (Dundee)	88.9%	11.1%	0.0%	0.0%	100.0%	18
Foster (external)	53.3%	36.7%	3.3%	6.7%	100.0%	30
Relatives (Dundee)	61.5%	30.8%	7.7%	0.0%	100.0%	13
Relatives (external)	50.0%	50.0%	0.0%	0.0%	100.0%	2
Residential unit	33.3%	66.7%	0.0%	0.0%	100.0%	3
Residential school	20.0%	80.0%	0.0%	0.0%	100.0%	5
Secure Unit	50.0%	50.0%	0.0%	0.0%	100.0%	2
total	60.3%	34.2%	2.7%	2.7%	100.0%	73

85% of children felt safe in their placement, school and community, while 85% were partaking in at least one activity e.g. football or swimming

The Dundee Independent Living and Community Equipment Centre undertook a survey of satisfaction levels in November 2011. Some key results show that:

- 97.5% of respondents were satisfied with the time it took to deliver equipment
- 72% of respondents were satisfied with the standard of equipment issued
- 97.5% of respondents said the drivers delivering/uplifting the equipment were helpful (one had no view)

- 97.5% agreed that overall they were satisfied with the service

Dundee Partnership in Practice (PiP) Review 2011 Consultation Report is a major consultation undertaken alongside people with learning difficulties and their carers. The key findings do not lend themselves well to numeric interpretation but are available in the report which contains details of the Consultation Activities, Main Findings and Recommendations.

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 our self evaluation activity, which took account of service users and carers views both through survey work and focus groups, we have taken action to:

- ensure that customers are able to communicate in the language of their choice when dealing with social work services, particularly in emergencies, the Department now have the use of the Language Line Telephone Interpreting Service. Due to the nature of social work services, the Department will continue to use face to face interpreting that is provided by the Council's Interpreting Service for non-emergency situations as before.
- ensure that information that is displayed in various offices is up to date and the area is as welcoming as possible and a maintenance strategy has been developed and implemented. A programme of visits to reception areas is now in place for this purpose.

We are nearing the end of a process to make our entire complaints handling process more efficient. The adoption of an electronic system and associated process improvements now ensures that all complaints are logged and monitored. The final part of this process will be a redrafting of our publication *Your Right to be Heard* which explain our complaints procedure to the public.

As a consequence of inspection reports and information from self evaluation activity the Department is moving more to an outcomes based approach to service delivery and monitoring of its performance. This approach is much more research based on what outcomes people expect to improve the quality of their lives rather on measuring quantity or units of delivery.

Dundee Partnership in Practice (PiP) Review 2010 Consultation Report identified a number of key actions to be taken forward, including:

- considering all public information and making sure people know where to find out about services and support. Priorities for this will include information about Eligibility Criteria and Care Management
- exploring the Talking Points/Personal Outcomes approach further
- finding ways of consulting and involving people from Black and Minority Ethnic Communities
- exploring Leisure and Community supports and how these might be best utilised to support the objectives of the PiP

Have Your Say information gathering forms are used to take into account of the views of Looked After and Accommodated Children at the time of their reviews. The information from these forms is now being collated and analysed as a method of ensuring we are getting it right for this vulnerable group.

ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING TO CUSTOMERS AND USERS**DEPARTMENTAL RETURN FROM CORPORATE SERVICES - SUPPORT SERVICES - GENERAL SERVICES**

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

Public and various groups representing the disabled were consulted on the provision of taxi services. Vast majority wanted a mixed fleet of saloon and wheelchair accessible vehicles. Training for taxi drivers also highlighted as an issue

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 Licensing Committee have agreed to change its policy to ensure that a mixed fleet is achieved and have requested further information on possible training schemes for taxi drivers

ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING TO CUSTOMERS AND USERS**DEPARTMENTAL RETURN FROM CORPORATE SERVICES - SUPPORT SERVICES - TAYSIDE SCIENTIFIC SERVICES**

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

Tayside Scientific Services are required to monitor and document client feedback as part of their Quality System (Accreditation to ISO 17025).

This is carried out in a number of ways on a regular basis, and as follows for 2011:

- There were no recorded customer complaints during 2011
- Meetings between major LA clients have taken place, with opportunity for feedback . There have been no complaints
- A survey was undertaken within the laboratory's top 25 private clients in the past financial year. The survey covered accessibility, communication, quality of service provided, scope of service provided, turnaround of samples and issuing of results. There was a 28% response rate, and for all areas the results were generally positive.

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 majority of Test Reports are now e-mailed rather than printed and posted. This has been welcomed by our local authority and private clients

A request for testing form must be submitted to form our contract with the client. This has now been included on the website and can be downloaded for use by clients

Additional analytical services have been added to our scope of accreditation in the areas of food (chemical analysis and microbiological examination) and water analysis.

ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING TO CUSTOMERS AND USERS

DEPARTMENTAL RETURN FROM CORPORATE SERVICES - SUPPORT SERVICES - CUSTOMER SERVICES

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

Customer Services completed a pilot testing of GovMetric during 2011, which is an analysis system of recording customer feedback for our website, contact centre and new One Stop Shop.

We are now into the second year of having this system and it forms the core feedback process direct from the customers to the team, based on individual transactions.

The system covers 9 key areas for which the team provides services and gives an almost instant response to what the customer feels has been the service that they received. Clearly they may have been given a negative response to a request, but overall the input into GovMetric has revealed they are happy in the way in which they were treated. By giving the customer the opportunity at the end of the call or as they are leaving the One Stop Shop, it ensure the accuracy of data is fresh in the customers' mind.

By having this system we have been able to take on board large and small faults within all our services and review and make changes quickly by responding directly to customers' comments.

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

Within our 9 key areas, we have made direct improvements upon several services and are currently reviewing these key areas to ensure they are still the correct ones to be focused upon. In order to potentially benchmark with other authorities the categories are fairly standard as provided by GovMetric and do not necessarily encompass some of the local needs of Dundee.

Another aspect of this review is to ensure that the services that we are developing, are necessary and the solution is actually what our customers want, as opposed to wasting time in development when time could be better invested in a different service.

Directly we have improved upon the time taken to issue a disabled bus pass and developed the back office system with Roads and Transport to ensure better response times for services. Winter maintenance in particular this year is responding quicker to customer enquiries with better lines of communication internally than last year. This has meant we are spending less time handling complaints and more time sending the officers to incidents with the correct information.

ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING TO CUSTOMERS AND USERS

DEPARTMENTAL RETURN FROM CORPORATE SERVICES - SUPPORT SERVICES REGISTRARS

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

The Registrars Section has continued to collect data on customer satisfaction through a customer satisfaction survey and the form also invites comments from the public on how the service could be improved. A monthly report of registration accuracy rates is produced to ensure that the annual error rate is at a satisfactory level for both NRS (National Records of Scotland) and Dundee City Council.

The survey measures satisfaction relating to service delivery, waiting times, environment and end product (certificates). The target rate of 85% customer satisfaction was bettered throughout 2011 with a regular satisfaction rating of around 96%.

The target error rate of 4% has been bettered with increasing accuracy over the last 4 years. The most recent annual report from NRS shows an error rate of 2.63% for 2010. The current unverified error rate for 2011 is 2%.

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

Greater communication between the Registrars Section and Leisure and Communities has been established to make it easier for couples to book and pay for Council venues for civil partnerships or weddings

Death statistics are now provided on a regular basis to local undertakers to assist with their business planning. Immediate verification of events is also provided to Council Departments to help target service delivery and help reduce overpayments

Despite a national decline in civil wedding numbers, the number of civil weddings in Dundee has increased annually since 2002 and the Registrars Section continues to provide a proactive civil wedding service with a further increase in the number of civil weddings conducted in the City from 360 in 2010 to 394 in 2011. Public satisfaction with the service and flexibility provided by the Section can be measured by the number of thank you cards which the registrars receive on a weekly basis. One of the main reasons for this increase in civil weddings during 2011 can be attributed to the flexibility of choice afforded to couples during a period of austerity. Couples may now choose to be married 24/7 in Dundee and as a result Friday evening ceremonies were particularly popular during 2011 with 23 ceremonies conducted after 5pm on a Friday and approximately 140 civil ceremonies in total conducted on Fridays during the year. There were also 5 civil weddings conducted during the Christmas holiday period with one ceremony conducted on Christmas Day.