

**REPORT TO: IMPROVEMENT AND EFFICIENCY SUB-COMMITTEE -  
17 DECEMBER 2009**

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

**REPORT BY: ASSISTANT CHIEF EXECUTIVE**

**REPORT NO: 598-2009**

## **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 Sub-Committee:

- i) note the contents of the report, and agree that similar reports should 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 two departments are participating in a national pilot project to measure customer satisfaction, and encourage all departments to make use of any good practice guidance which emerges from the pilot project once the results have been disseminated

## **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. It is proposed that a similar report will be submitted to the Sub-Committee each year.

4.2 To produce the report, the Assistant Chief Executive circulated a simple 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 have made improvements to the Property Enquiries Service following liaison with solicitors and have also made improvements to the Development Quality Service, including improvements to the content and

presentation of online information and encouragement to applicants to seek advice at the pre-application stage

- Contract Services have fitted out a container with samples of kitchen and bathroom fittings (including showers, safety floorings etc) in response to a survey finding that some tenants found it difficult to make choices in capital projects. The container is placed on site prior to the start of projects
- Education have appointed an officer to support the work of Parent Councils and organised a city-wide Parent Council Forum. Initiatives have been put in place which support positive relationships between pupils in response to a pupil survey, and a range of improvements have been made to the Childcare Information Service in response to issues raised in feedback forms
- Environmental Health are piloting a new postal survey on a range of public health service requests and using information on service requests which have not been closed or resolved, while Trading Standards produce a customer satisfaction index using a national formula and contact individual customers whose survey returns raise any concerns
- Finance Revenues have introduced a 'quick deposit' box for cheque payments to reduce queuing times and introduced other payment services (e.g. penalty charges, previously payable at the District Court). Continued efforts to encourage Direct Debit payments also reduce pressure at busy times and allow cashiers to concentrate on customers requiring more assistance
- Housing are implementing a more structured method of using customer feedback to improve service delivery following the report of the Scottish Housing Regulator. Relet standards are being reviewed with a view to improving the standard of property let, by ensuring repairs are completed and standards of decoration improved
- Leisure and Communities have used Intelligence Led Tasking to ensure that Community Safety wardens are deployed where needed most; Adult Learning has shortened its summer closure period following feedback from the Literacies Learners Forum, has upgraded computers and has introduced an Adult Learning Opportunities newsletter; Arts and Heritage have assigned a Visitor Assistant to Broughty Castle on a continuous basis rather than from the pool, to ensure greater 'ownership' and a more consistent response to enquiries, while Mills Observatory has an advisory group influencing its programme; Caird Hall customers can now buy gift vouchers for purchase of concert tickets; 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; Libraries now provide borrowers with email reminders that books are due back soon and are making more use of props and puppets at children's rhymetimes, as well as responding to individual suggestions about the location of large print books, newspaper orders and promotion of local events; Community Regeneration responded to demands from Community Regeneration Forums for more pro-active involvement in project development, including more activities such as estate walkabouts and events to plan and commission services, and also responded to extensive feedback on local community plans; Sports Development has targeted provision of classes by listening to customer demand and has revised its customer feedback process to ensure that all users, parents, carers and participants (including those with a disability) can put forward their views; The Corner has agreed a new process for

deciding on topics for health campaigns, has refurbished drop-in facilities and has introduced a quarterly e-newsletter; Countryside Rangers have improved the pre-visit information sent to school group leaders and identified additional training needs for seasonal staff; Xplore have provided group work activities suggested by users and sourced training opportunities for young people

- Social Work's Criminal Justice Service is working to improve the speed, immediacy and visibility of Community Service projects, highlighting their value to clients and the community. At East Port House, resident consultation has resulted in changes to menu plans, new questions in the staff recruitment process and improved information for residents and referring agencies; Community Care are making efforts to improve carer involvement in service planning and delivery; while Children's Services have improved training, information and procedures in relation to Child Protection Case Conferences
  - Support Services have improved the decoration and tidiness of public areas at the Registrar's Office, and also designed and issued a local Bereavement Guide (the first of its kind in Scotland) in response to comments from the public. A local Birth Registration Guide is also being planned
  - Waste Management found that public satisfaction with communal bins was greater when they used eurobins rather than wheeled bins, so are now replacing these, and they also respond to 'ad hoc' requests for changes to bin type, collection method and frequency. In response to consultation, the Real Nappy Campaign is increasing publicity efforts and has introduced a second-hand real nappy network
- 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 The Sub-Committee is asked to note that two Council departments, Housing and Environmental Health and Trading Standards, are currently participating in a national project led by the Improvement Service to pilot the use of a 'Customer Satisfaction Question Bank' which will allow those conducting customer research to use a set of well-designed and tested questions and also allow results to be benchmarked. The results of the pilot project will be disseminated, and departments will be encouraged to use the question bank, and any good practice guidance which emerges, as part of their approach to measuring customer satisfaction.

## 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 issues 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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11/12/2009

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

### CITY DEVELOPMENT DEPARTMENTAL RETURN

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

A customer satisfaction survey in respect of the Development Quality service was carried out in May and June 2009. The full results were reported to Development Quality Committee in October 2009. Targeted questionnaires were used for different stakeholders, but broadly covered issues such as accessibility of the service and the information/advice it provides; helpfulness of staff; quality of decision-making procedures; knowledge and use of online planning services; and the ranking of those factors considered important in delivering an efficient and effective service. Among the findings were:

Applicants

- 62% sought advice at pre-application stage, with 80% finding this useful or very useful
- 89% found forms and guidance notes easy or very easy to understand and complete
- 67% were satisfied or very satisfied with the time taken to reach a decision
- 88% rated the helpfulness of staff as good or very good

Objectors

- 72% were satisfied or very satisfied with the information available online
- 95% were satisfied or very satisfied with the letter explaining procedures for determining applications
- 20% felt the final decision notice was inadequate in informing them of the reasons - an improvement on previous surveys

**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 Committee report referred to above (490-2009) includes detailed comments/actions in response to the findings of the Development Quality survey. Among the actions are:

- develop the Council's website to encourage applicants to seek pre-application advice
- ensure that applicants are aware of the guidance available in booklet form or in the website
- revise the content and presentation of online information

Improvements were also made to the Properties Enquiries Service, which took account of feedback from solicitors as well as new legislation on the introduction of Home Reports. The change included a 90 day free of charge update if requested, an enhanced Property Enquiry Certificate incorporating HMO information, and making the certificate more user-friendly.

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

### CONTRACT SERVICES DEPARTMENTAL RETURN

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

#### Repairs Service

Were the tradesmen who carried out the repair helpful and polite? 100%  
 Did the tradesmen take appropriate care while carrying out the work? 100%  
 Were you happy with the standard of workmanship shown by the tradesmen? 99.38%  
 Were you happy with the standard of materials used? 87.65%  
 Was the repair carried out within the expected time? 97.39%  
 Do you think the repair was carried out within a reasonable time? 100%

#### Capital Works

Feedback from customer surveys from capital works suggests that tenants find it difficult to make choices of fittings (13.2% found the information given unhelpful or very unhelpful)

**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**

#### Capital Works

DCS have fitted out a container with examples of kitchen and bathroom fittings, including showers, safety flooring etc. The container is being paced on site prior to the beginning of projects to help tenants in making their choices.

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

### **EDUCATION DEPARTMENTAL RETURN**

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

As part of our ongoing processes we organise focus groups of pupils/parents and staff as part of our extended review system as well as whole city biennial parent and pupil surveys.

In addition to this we carry out a full EFQM exercise every 2 years where we engage with stakeholders including customers.

Feedback from all of these processes feeds into our service planning process, as well as our ongoing improvement processes.

Most current feedback suggested the need for fuller parental involvement in the work of schools and the department, especially in setting priorities for improvement as well as engagement in the learning process.

Feedback, especially from EFQM and staff surveys, highlighted the need for more CPD opportunities for support staff.

In September/October 2009 we invited pupils and parents to participate in an online survey on issues related to equalities and access. 91% of pupils' responses indicated that they enjoyed learning at school. 85% of parental responses indicated that they thought their children enjoyed learning.

Users of the Childcare Information Service are provided with feedback forms on an ongoing basis to obtain views on the service they received, and to identify any improvements and gaps in the service and how it is used. Customers can be parents, agencies, and childcare providers. The most recent results were collated at April 2009 and the key points from this are:

- 96.4% would use the service again
- 98.2% would recommend the service to others
- 96.4% said that staff were helpful
- 60.7% found childcare as a direct result of using the service
- 44.6% rated the service as excellent and 42.8% very good
- 76.7% felt that no improvements were required to 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**

We have appointed a Parental Officer to support the work of individual Parent Councils and to support school management in their work with parents. We have held a two-day parental road show in the Caird Hall for all parents in the city, and launched a new parent website.

We have organised a citywide parent council/forum that senior officers consult on a regular basis in relation to ongoing developments. In addition to this representatives from this council have attended various authority and national conferences especially in relation to Curriculum for Excellence developments to ensure full parental involvement in the development of this important initiative. Developing policies are regularly passed to this group for consultation.

We have emphasised the need for greater CPD opportunities for support staff and asked schools to support these activities wherever possible. We have ensured additionally that key citywide training in areas such as child protection and equalities are given to all support staff as well as teaching staff. We are reviewing presently funding for award-bearing courses for support staff and ensuring that the process for support staff accessing award-bearing courses is consistent and the policy is clear to all schools and services.

The online pupil survey indicated that friendship was the most important factor in determining pupil satisfaction. In response to this we have created a target in our Accessibility Strategy around initiatives which support building positive relationships.

Feedback from the Childcare Information Service has led to a number of changes:

- Increased contact with partner nurseries and out of school care sectors to collate vacancy information quarterly
- Childminder Vacancy Information improved
- New Fact Sheet developed - How to Start a Nursery
- Development of introductory packs for new childcare providers
- Increased web based sign-posting information to ensure relevancy to parents and families
- Free school meals and clothing grants now have joint applications and are renewed automatically. Payment is made through BACs. This is as a result of complaints about having to make multiple applications.
- Placing requests are now emailed to schools and letters to parents are now automated. (both of these changes are the result of complaints about the length of time taken to process applications).
- Information regarding the pattern of school holidays has been improved as a result of parental complaint about it being misleading.
- Schools are required to put in school lets at the beginning of term. This is a result of private lets complaining about last minute cancellations to accommodate school requirements.

**ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING  
TO CUSTOMERS AND USERS****ENVIRONMENTAL HEALTH DEPARTMENTAL RETURN**

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

**Environmental Health and Trading Standards-general**

In the EHTS Service Plan 2007 to 2011 we undertook to review our approach to customer surveys. Our aim is to make better use of survey data for identifying improvement opportunities. We are now taking part in the current Improvement Service customer survey pilot which uses standard nationally agreed questions. We are in the process of trying this approach out on a range of public health service requests (living conditions- dampness, chocked drains etc) using a postal survey.

Service improvements are built into the process. Prior to the survey beginning information from our database was used to identify service requests which have not been closed as resolved. Officers have been advised to look at the reasons for this and take corrective action if necessary. We hope that the survey will produce data than can be used for service improvement.

Service improvements are being implemented in our whole systems projects and these address some of the features often included in customer survey questions.

**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**

As above

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

### **ENVIRONMENTAL HEALTH DEPARTMENTAL RETURN**

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

#### **Environmental Health and Trading Standards-Trading Standards**

Here are the results from a survey carried out by Trading Standards last in 2008 plus data from previous years

- 1 - Satisfied with overall level of service? - 100% either 'very satisfied' or 'fairly satisfied'.
- 2 - Gave information/advice that was easy to understand? - 100% either 'very satisfied' or 'fairly satisfied'.
- 3 - How informative were our staff? - 100% either 'very good' or 'fairly good'.
- 4 - Did we treat customers fairly at all time? - 100% yes.

In terms of trends over the past 4 years we use the results of these 4 questions to produce a consumer satisfaction index in accordance with a national framework formula:

05/06 - 84.5  
 06/07 - 88.9  
 07/08 - 87.3  
 08/09 - 139.8

The high figure last year is due to a combination of a perfect result and a lower than normal number of questionnaire returns.

**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**

In terms of outcomes, if there is any data from the survey returns that indicates service failure or room for improvement then these customers are contacted to get more information about the customer's concerns. Procedures are changed where necessary.

Trading Standards are also looking at using the Trusted Trader system to collect customer feedback for trading standards customer contacts. Forms would be handed to clients to obtain feedback on the section's services, in the same way that trader members are obliged to under the scheme. Outputs could be viewed online. The main benefits would be a reduction in the administrative burden of surveying clients, state of the art public performance reporting facilities and openness and transparency demonstrated by subjecting our own services to the same scrutiny that we expect of others.

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

### FINANCE DEPARTMENTAL RETURN - CASHIERS

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

	Cashiers (Satisfied / Very Satisfied)				500
	Length of wait	Courtesy & professionalism	Accuracy of transaction	Quality of receipt	% Returns
2009	98.00%	98.00%	100.00%	94.00%	18.00%

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

- Introduction of "quick deposit" box for cheque payments to reduce queuing times.
- Reduction of footfall of regular payments (Council Tax, Non-Domestic Rates) through active campaigning for Direct Debit payment. The reduction of which reduces pressure at busy times and allows cashiers to concentrate on customers requiring more assistance with payment.
- Introduction of other payment services (i.e. penalty charges payable to Dundee City Council, previously payable at the District Court). This facilitates easier payment for the customer due to the central location and as a result has not had any adverse effect on recovery of sums payable.
- All front-line staff have undergone deaf awareness training.

Customer Opinion survey 2009 currently being carried in main Council cash offices (coordinated by Revenues). Re-assessing the possible introduction of self-service kiosks to pay Council Tax, rent, etc has also incorporated. Results will be reported by end of Dec 09.

**ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING  
TO CUSTOMERS AND USERS****FINANCE DEPARTMENTAL RETURN - ENQUIRIES**

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

**Enquiry Office**

- V. Satisfied / Satisfied with how promptly dealt with - 98.8%
- V. Satisfied / Satisfied with verbal or written explanation, clarity of response - 96.6%
- V. Satisfied / Satisfied with fullness of response to enquiry - 88.6%
- V. Satisfied / Satisfied with courteous and professional manner - 98.8%
- V. Satisfied / Satisfied with accuracy of response - 97.6%

**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**

No suggestions/comments have been received from the public in the past year for improving the service at the Enquiry Office. Changes made during the last year which, in officer's opinion, have improved the service have all been generated by the Revenues Division.

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

### HOUSING DEPARTMENTAL RETURN

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

Customer Satisfaction Surveys		2008/09	2009/10 (results so far)			
Service	Target	Results - % Satisfied	No. Issued	No. Returned (to date)	% Returned	Results - % Satisfied
1. Repairs (Tel Survey)	96%	100.0%	487	487	100%	100.0%
2. Registered Tenants Organisations	85%	90.0%	Not issued until April 2010			
3. Advice with Rent Payment Difficulties	80%	92.0%	407	108	27%	93.0%
4. Waiting List	73%	67.0%	Survey Under Review			
5. Rehoused (no issued estimated)	80%	91.7%	192	53	28%	86.5%
6. Neighbour Problems - Resolved Only	70%	71.6%	256	33	13%	79.0%
7. Private Sector Services Unit	98%	99.4%	98	56	57%	100.0%
8. Capital Contracts	84%	81.9%	728	136	19%	84.6%
9. Care & Repair Service	98%	96.3%	74	66	89%	99.0%
10. Homeless Service 1 (Decision )	86%	92.0%	782	188	24%	95.0%
11. Homeless Service 2 (Temp Accom)	86%	95.6%	105	41	39%	96.0%
12. Housing Support	80%	98.7%	782	46	6%	100.0%
13. Customer Care & Information	n/a	81.0%	2500	177	7%	81.9%

Customer Care Standards													
Thinking about your recent dealings with the Housing Department in general :%	Repairs	H/WNP	Wait List	Care & Repair	Grants	Rehoused	Capital	Ho Support	Homeless 1	Homeless 2	Total	Target	
<b>Year End 2008/09</b>													
Do Housing Staff treat you in a professional way?	Yes	98%	90%	85%	100%	100%	96%	94%	99%	95%	97%	94%	92%
Are your enquiries handled efficiently?	Yes	99%	79%	77%	100%	98%	93%	90%	99%	94%	93%	89%	90%
Are housing Staff friendly?	Yes	100%	87%	90%	99%	100%	97%	92%	99%	97%	98%	95%	94%
<b>2009/10 (results so far)</b>													
Do Housing Staff treat you in a professional way?	Yes	100%	94%	n/a	98%	100%	90%	91%	100%	96%	100%	98%	92%
Are your enquiries handled efficiently?	Yes	100%	83%	n/a	98%	98%	83%	88%	100%	94%	98%	96%	90%
Are housing Staff friendly?	Yes	100%	91%	n/a	98%	100%	92%	79%	100%	95%	100%	98%	94%

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

After a recent inspection by the SHR we have formed an improvement plan on areas of weakness. Within this plan we have agreed to renew our survey methods and implement a structured method of using customer feedback to improve our service delivery.

As a result of a peer review in 2007 and Inspection by SHR in 2008/09 we have made improvements to Tenant participation, including;

- Twice yearly tenants newsletters, tenants forms and "Tenants Fair"
- A TP Strategy Implementation group with tenant representation

We have received a total of 38 complaints to date, 26 (68.4%) of which related to Service Quality while 8 (21%) were regarding Staff Attitude. The remaining 3 were in relation to the Repair Response times.

We are currently reviewing our relet standards and trying to improve the standard of property let by ensuring all repairs are completed and improved standards of decor.

#### Additional notes:

- Rehoused CSS now issued at every sign up and this has improved the return sample.
- A new Estates Supervision CSS is in the evaluation stages by focus groups and planned for issue during 2010.
- Waiting List CSS currently under review.

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

### LEISURE & COMMUNITIES DEPARTMENTAL RETURN

#### SECTION: Xplore

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

Staff distributed 120 questionnaires during 1:1 sessions and group activities. To ensure that responses would reflect the full range of young people's experiences, young people who had completed their time with Xplore were also contacted.

114 questionnaires were completed, a return rate of 95%.

This represents just under 20% of the total annual referrals of approx 620.

Young people were asked to identify any difference to their lives from being involved in Xplore.

183 areas were identified; the top response with 19% was help with school issues. This included attendance, behaviour in classes, getting on with teachers and other pupils and negotiating flexible support packages.

**Difference made to young people: Helped with school, more confidence/self esteem, motivated, made new friends, able to speak about things, tried new things/activities, got on better at home, took responsibility, reduced offending and controlled anger.**

When asked about if they had noticed any improvement in their feelings of confidence/self esteem through their work with Xplore, 86% said they had made significant progress. Young people were also asked to rate how happy they were with Xplore; 99% of respondents stated that they were very happy or happy with Xplore with 1 young person stating he/she was fairly happy.

When asked to consider what they had learnt most since being involved with Xplore, the largest response related to areas where they had identified personal awareness and change. This included areas such as how to identify and set personal goals, how to be more responsible, understanding the implications of their actions and understanding why they might behave the way they do.

##### **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 questionnaire asked what could be done better by Xplore, 20 made no comments and 59 said "nothing" which equates to 69% feeling that Xplore did not have to change its current provision.

Of those who noted areas for improvement many of them related to an increase of Xplore's provision:

- Extend length of time - 8 felt that this should be extended beyond the current period of 1 year.
- More groups - a further 8 young people wanted the range of groups to increase and suggested activities such as horse riding, dancing and motorbike course. One also asked for the Skatepark group not to be taken off. One young person also wanted Xplore to have more training opportunities.
- 4 felt that 1:1 meetings should last longer.
- 4 wanted more staff so they could see them more and also be able to help more young people.

The current group work activities include the Skatepark, the motorbike course takes place during the summer programme and young people are taking part in various accreditation opportunities including Health & Safety, First Aid and staff source training opportunities for young people.

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

### **LEISURE & COMMUNITIES DEPARTMENTAL RETURN**

#### **SECTION: Community Safety Partnership**

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

2004-2006 - The work carried out by the Community Safety Wardens/Workers was externally evaluated from Blake Stevenson. Blake Stevenson held focus groups with local residents, advisory group, staff and partners. Surveys were also sent out to people in Dundee regarding this evaluation.

2007 - GEN consultancy also evaluated the Community Safety Wardens when carrying out their evaluation of Warden Schemes throughout Scotland. Dundee was recognised as being one of the best Schemes in the Country regarding their partnership approach.

2008 - The partnership sent out 5000 questionnaires (COMMUNITY SAFETY WARDEN REVIEW). The questionnaires were sent to random households in Dundee covering all Community Safety related issues.

When all returns are added together the total response rate is 10.8% - this is deemed to be statistically valid.

Most of the evidence would point to a more intelligence led tasking. The evidence points to core hours remaining at 1440 - Midnight. However, there is evidence to suggest that it would be beneficial to have a couple of Wardens on day duty who could do talks, School visits, sheltered housing visits and perhaps some crime prevention advice as suggested by the Police. There is a strong body of opinion to move towards having powers to be used with sensitivity and common sense.

The Wardens have developed excellent local knowledge and can provide partner agencies with information and intelligence that they would not have access to otherwise.

Community Safety Wardens are perceived to be having a positive impact on: resident's feelings of safety, particularly older people; Young people, diverting them away from anti-social behaviour; and the environment (although this is not widely recognised by the local people).

Key indicators suggested at this stage include the following: levels of youth causing annoyance, levels of graffiti (photos before and after), reports to Police, levels of reassurance - survey data, quality of life - survey data, reporting to other departments (possible financial savings) and Warden stats.

There are encouraging signs that an increased number of residents perceive the Wardens to be dealing quickly with problems, to be working well with the Police, to be well trained, and to know what they are doing.

**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**

After taking into consideration all the information supplied by the external evaluators and the statistically valid survey results, the following changes are as follows:

From the 1st of January 2009 the Wardens now operate under Intelligence Led Tasking. This intelligence is fed in by residents, community groups, elected members, Police and Fire and Rescue as well as other Council Departments. Our Wardens are now deployed to the areas that need us most. We would like to, through natural wastage, once 2 posts become available deploy 2 Wardens who would predominately work Day Shift Monday-Friday to coincide the feedback received in this survey.

The trust and relationship has now been built up with our partners in Tayside Police who are now calling the majority of low level crime reported by the public directly through to us. We are the frontline is dealing with Community Safety issues/Anti Social Behaviour in Dundee and are working well through partnership agreements set up regarding, for example information sharing protocols. We listen to all complaints, comments and suggestions from our customers.

Feedback is always given, if required, changes can and will be implemented.

One of our CS Workers is currently finishing up a customer satisfaction questionnaire which will be aimed at the work carried out by the Wardens. This questionnaire will be given to clients who have called us so that we can self evaluate to make sure we are meeting our customers needs.

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

### **LEISURE & COMMUNITIES DEPARTMENTAL RETURN**

#### **SECTION: Adult Learning**

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

#### **Learning Around by Impact**

In May 2009 an exercise was undertaken to gain feedback from participants who had used the Adult Learning Section - Learning Around Project, during the period April 2008 - March 2009. 106 people took part in a telephone survey and they comprised a mix of those who were currently active and those who had ceased active contact with the project. The intention of the survey was to determine what people gained from participation with Learning Around and also what they were involved in if they had moved on:

- 98% indicated that they now felt more aware of the options available to them and that they could make better and more informed decisions as a result
- 96% cited increased confidence in all or part of their lives
- 85% felt that their contact with Learning Around had brought about positive changes in their lives

The participants who no longer had active contact with Learning Around were asked to say what they had done since leaving:

- 29% had undertaken further learning
- 25% were in work
- 16% were involved in a volunteering activity; and
- 4% in some other positive activity

This last set of figures particularly underlines that Learning Around continues to impact on people's lives beyond their active participation.

**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 Literacies Learners Forum - Lippy Learners raised the issue of summer closure of learning provision being too long, thus disrupting their learning, as a result summer closure of provision was reduced from 6 to 4 weeks.

Literacy learners also raised the issue of the computers requiring updating; funding was used to purchase 32 new computers and 4 printers.

The Community Plan consultations highlighted a lack of information about Adult Learning opportunities available in communities. In response a quarterly Dundee City Council Adult Learning opportunities newsletter has been produced - with very positive feedback.

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

### LEISURE & COMMUNITIES DEPARTMENTAL RETURN

#### SECTION: Arts and Heritage

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

**The McManus** - No recent survey work carried out owing to prolonged closure.

However the redevelopment project is informed by an extensive year long programme of consultation through the HLF funded CREATE project.

This identifies the need to improve access, update our displays and make the building more welcoming to our visitors by provision of up to date services.

**Broughty Castle** - \*\* Denotes the 2007 figure

88.5% gave the Displays a rating of 4 or 5 out of 5 (84%\*\*)

62.5% gave the Interactives a rating of 4 or 5 out of 5 (57%\*\*)

58.5% gave the range of goods on sale at the shop a rating of 4 or 5 out of 5 (62%\*\*)

53.5% thought that the goods were value for money (55%\*\*)

49.5% gave the Refreshment Area a rating of 4 or 5 out of 5 (49%\*\*)

78% gave the Staff a rating of 4 or 5 out of 5 (79%\*\*)

89.5% expressed their overall visit as being either very good or excellent (87%\*\*)

**Mills Observatory-**

87.5% gave the Displays a rating of 4 or 5 out of 5 (83%\*\*)

90% gave the Telescope a rating of 4 or 5 out of 5 (91%\*\*)

80% gave the range of goods on sale at the shop a rating or 4 or 5 out of 5 (65%\*\*)

70% thought the goods were either very good or excellent value for money (63%\*\*)

87.5% gave the Staff a rating of 4 or more out of 5 (89%\*\*)

92.5% gave their overall visit a rating of 4 or 5 out of 5 (87%\*\*)

**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 McManus:Dundee's Art Gallery and Museum -**

The major redevelopment of the building and it's displays addresses the feedback received from customers.

**Broughty Castle -**

We have assigned a Visitor Assistant to the Castle on a more or less continuous basis rather than have staff assigned from the pool. This has allowed a greater ownership and responsibility for cleaning and dealing with enquiries on a more consistent basis.

The events and activities programme is now co-ordinated through the Creative Learning Team.

**Mills Observatory -**

We have implimented an events programme co-ordinated through our Creative Learning Team to enhance the range of activities at the Mills.

The Mills Observatory Advisory Group (MORAG) meets regularly to advise and influence programme.

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

**LEISURE & COMMUNITIES DEPARTMENTAL RETURN**

**SECTION: Caird Hall & Music Development**

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

The most recent will be Fest'n'Furious and this information is being collated at present.

**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**

Customers to Dundee City Box Office have requested gift vouchers for the purchase of Concert tickets.

Since middle of September 2009 gift vouchers can now be purchased just like a ticket from the Box Office in multiples of £10.00.

**ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING  
TO CUSTOMERS AND USERS****LEISURE & COMMUNITIES DEPARTMENTAL RETURN****SECTION: Centres and Projects**

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

Major customer satisfaction research contained within Community Centres Consult 2008. 800 people took part in 1:1 questionnaire research with some follow up focus groups. Available on intranet at <http://intra2.dundee.gov.uk:8080/lc/folder.2008-01-08.2054252852/folder.2008-01-08.6464881515/folder.2008-01-10.6513163700/>

Experience of centre was 81% very good or excellent, 14% satisfactory and only 1% below average.

Changes in how people find out about our services has shown some changes since Community Centres Consult 2005.

**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 specific targeting of how we advertise. Community notice boards feature more highly and more people are getting information from DCC website.

More localised customer surveys take place from each centre and suggestions and comments are acted upon appropriately. This includes the type of provision on offer and timing of activities. Feedback has also been used to help centres and partner charity LMGs decide on layout and decor of facilities.

**ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING  
TO CUSTOMERS AND USERS****LEISURE & COMMUNITIES DEPARTMENTAL RETURN****SECTION: Community Libraries**

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

Children's Book Stock Questionnaire March 2009 (all libraries)

The objectives were to determine what type of children's books are most popular, and assess awareness of the different types of books available for children. Customers were asked for their comments. Suggestions and comments will be addressed by Children's Stock Selection Group.

**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 from customers that they would like us to inform them that their books were due for renewal, pre-overdue notices are now sent to borrowers who register their email address with us. This courtesy notice reminds the borrower that an item(s) is due back soon, and provides a link to the OPAC so they can renew if desired and so avoid overdue fines.

Large print books relocated to top two shelves in one community library, after request from reader who said he was unable to bend to look at books on bottom shelf.

Buying touchy-feely books for mother with partially sighted toddler.

Ordered more story props and puppets because children at rhymetimes responded well to them and asked staff to use them every week.

Changing newspaper order to include Scotsman after someone complained that one library only had tabloids.

Special display rack dedicated to promoting local event given a high profile after requests from customers for information about what's happening in the area.

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

**LEISURE & COMMUNITIES DEPARTMENTAL RETURN**

**SECTION: Community Regeneration Unit**

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

The Community Regeneration Unit is in continuous engagement with people through their involvement in Community Planning Partnerships , Regeneration Forums and other mechanisms for community involvement in regeneration. In this respect , we continually review and revise our methodologies to best reflect the needs of our service users and partners. This 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 Oct -Dec 2008 with Partner and Community Stakeholders led to production of revised plans Spring 2009.

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

Local Community Plan Impact Assessments, Aug - Oct 2009.

LCPP Annual Review , September 2009

**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.

We've also seen 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 common place

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 has yet to be analysed but information gathered will be routed back through local partnerships to service providers

LCPP Annual Reviews suggested ways in which partnership working can be made more effective

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

### **LEISURE & COMMUNITIES DEPARTMENTAL RETURN**

#### **SECTION: Community Safety Partnership**

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

2004-2006 - The work carried out by the Community Safety Wardens/Workers was externally evaluated from Blake Stevenson. Blake Stevenson held focus groups with local residents, advisory group, staff and partners. Surveys were also sent out to people in Dundee regarding this evaluation.

2007 - GEN consultancy also evaluated the Community Safety Wardens when carrying out their evaluation of Warden Schemes throughout Scotland. Dundee was recognised as being one of the best Schemes in the Country regarding their partnership approach.

2008 - The partnership sent out 5000 questionnaires (COMMUNITY SAFETY WARDEN REVIEW). The questionnaires were sent to random households in Dundee covering all Community Safety related issues.

When all returns are added together the total response rate is 10.8% - this is deemed to be statistically valid.

Most of the evidence would point to a more intelligence led tasking. The evidence points to core hours remaining at 1440 - Midnight. However, there is evidence to suggest that it would be beneficial to have a couple of Wardens on day duty who could do talks, School visits, sheltered housing visits and perhaps some crime prevention advice as suggested by the Police. There is a strong body of opinion to move towards having powers to be used with sensitivity and common sense.

The Wardens have developed excellent local knowledge and can provide partner agencies with information and intelligence that they would not have access to otherwise.

Community Safety Wardens are perceived to be having a positive impact on: resident's feelings of safety, particularly older people; Young people, diverting them away from anti-social behaviour; and the environment (although this is not widely recognised by the local people).

Key indicators suggested at this stage include the following: levels of youth causing annoyance, levels of graffiti (photos before and after), reports to Police, levels of reassurance - survey data, quality of life - survey data, reporting to other departments (possible financial savings) and Warden stats.

There are encouraging signs that an increased number of residents perceive the Wardens to be dealing quickly with problems, to be working well with the Police, to be well trained, and to know what they are doing.

**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**

After taking into consideration all the information supplied by the external evaluators and the statistically valid survey results, the following changes are as follows:

From the 1st of January 2009 the Wardens now operate under Intelligence Led Tasking. This intelligence is fed in by residents, community groups, elected members, Police and Fire and Rescue as well as other Council Departments. Our Wardens are now deployed to the areas that need us most. We would like to, through natural wastage, once 2 posts become available deploy 2 Wardens who would predominately work Day Shift Monday-Friday to coincide the feedback received in this survey.

The trust and relationship has now been built up with our partners in Tayside Police who are now calling the majority of low level crime reported by the public directly through to us. We are the frontline is dealing with Community Safety issues/Anti Social Behaviour in Dundee and are working well through partnership agreements set up regarding, for example information sharing protocols. We listen to all complaints, comments and suggestions from our customers.

Feedback is always given, if required, changes can and will be implemented.

One of our CS Workers is currently finishing up a customer satisfaction questionnaire which will be aimed at the work carried out by the Wardens. This questionnaire will be given to clients who have called us so that we can self evaluate to make sure we are meeting our customers needs

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

**LEISURE & COMMUNITIES DEPARTMENTAL RETURN**

**SECTION: Park Operations**

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

We have had no research carried out in the past year despite forms being available to members of the public at all our locations.

**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**

Any feed back from customers has came through as a complaint and this has been dealt with accordingly

**ANNUAL REPORT ON IMPROVING SERVICES THROUGH LISTENING  
TO CUSTOMERS AND USERS****LEISURE & COMMUNITIES DEPARTMENTAL RETURN****SECTION: Sports Development**

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

96% of customers rated the overall impression of the programme as good or excellent.

96% of customers believe Sports Development meet their aims of increasing participation & improving performance.

88% rated section activities as being 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:**

1) Following comments from parents and carers the customer feedback process has been reviewed and altered to ensure all users, parents, carers and participants (including those a disability) with an opinion can put forward their views and concerns.

2) Classes are operated across the city based on customer demand and local community need. In listening to the customer, local targeted provision has made an impact on young peoples and families lives.

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

### LEISURE & COMMUNITIES DEPARTMENTAL RETURN

#### SECTION: .The Corner Young Peoples Health and Information Service .

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

During the year 2008/09 there was a significant rise in contacts and attendances by young people accessing our services.

Drop In figures rose by 29% from 6166 to 7967 and Health Outreach contacts rose by 12% from 3157 to 3533.

The Corner carries out regular customer satisfaction surveys including:

Survey Monkey – We ask young people daily for comments and suggestions

Backchat Forms – Are available in drop-in for young people to let us know their views

Review Group – We have a group of young people to advise on various ideas staff have.

Health Campaigns – We ask young people their opinions on various monthly campaigns and information is fed back to relevant organisations.

Consultations with young people – We often carry out mini interviews with young people to ask them their views on certain issues/ideas, for example currently a Corner Mini Mag for young people.

Young people feedback and we make improvements where possible accordingly.

#### Young Peoples Quotes

##### SERVICES & STAFF:

- *This is really a good place it encourages young people to practice safe sex.*
- *Today has helped my understanding a bit more about contraception and I feel more relieved and comfortable now that I know.*
- *I think the Corner is a great place to come into because its building a lot of peoples confidence up!! Well done*
- *Computers are not very private for filling out this.*
- *I was made more aware of the services available and I was impressed at the relaxed attitude as it made me less nervous etc.*
- *I was in on Tuesday and received amazing help from staff in here and would like to thank them with all my heart for helping me through my situation.*

##### GETTING POSTIVE MESSAGES ACROSS:

- I thought the visit helped me very well and I will use a condom for the next time.
- It was very helpful and I learnt more in the space of 30 minutes than I did in 2/3 years at school.
- This visit has helped me understand more about contraception a lot deeper that I learned in SE in School. I think the corner is a good idea for all people in Dundee especially teens. Thank you
- I feel very privileged for a service for this to be at Dundee.
- Came in today and was welcomed into the Corner staff were very helpful and I am very satisfied with the help on offer thanks very much. Very happy customer.
- The staff are friendly and are there to help. Easy to ask questions to and don't make you feel uncomfortable. Good to have someone impartial to talk to who lets me talk about things at my own pace, I feel like I have somewhere safe to open up about things that might be bothering me now.
- It helped me understand the dangers of sexual intercourse more.
- I didn't realise the corner provided so much variety of help and advice on sexual care and

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

### LEISURE AND COMMUNITIES DEPARTMENTAL RETURN

#### SECTION: Countryside Rangers

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

#### School Group feedback 19-08-09

So far we have had 19 feedback sheets from 21 school and community group bookings (this averages at 25 pupils per visit) last term. Here's how we did (please note the sample size is small as for one term only):

#### How did you hear about the Ranger service?

Word of mouth	5	In service training	1
Information received by your school/organisation	4	Visited a ranger in your own time	2
Event/site leaflet	1	other	9

Some forms had more than 1 category ticked and most did not say what the 'other' way they heard about us was (space to be added to the form in the future?).

	Very Good	Good	Average	Poor	N/A
Did the ranger cover what was expected?	84%	11%	5%	0%	0%
Were the pupils effectively engaged?	84%	0%	11%	5%	0%
Pitch of activity to age range	79%	16%	0%	5%	0%
Organisation of visit	87%	13%	0%	0%	0%
Toilet facilities	40%	7%	0%	0%	53%
Value for money	89%	11%	0%	0%	0%

#### Describe your visit overall:

Very enjoyable:79% Enjoyable:16% Satisfactory:5% Disappointing:0%

#### Would you use the ranger service again?

Yes: 100% No: 0

#### Positive comments:

*"Thank you very much. All our kids really enjoyed the activities with the two rangers."* Levonmouth Playscheme

*"I have had 2 visits from the Ranger Service this year and my class really enjoyed them. I hope to use the service again next year."* Sidlaw View PS

*"We had a fantastic visit and the children absolutely loved it. The rangers were great in school (Brian and Alison) and on our visit (Brian and Kathy). Thank you very much for organising everything. It went very smoothly and the experiences were very rich for our primary children."* Hillside PS

#### Constructive Comments:

*"Ranger seemed to have difficulty communicating and engaging with the children- needs to be more involved and interactive. (Only commenting on one group as the class was split into two)."* Craigowl PS

*"Children thoroughly enjoyed session however we as adults felt activities could have been aimed at age appropriately e.g. younger – older- mixed abilities."* St Andrews Nursery

**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**

**Examples of changes that have been made after these results were reviewed:**

- Reviewed the pre visit information sent out to group leaders along with a confirmation of their booking and more detailed directions to the sites
- Identified an additional training need for seasonal staff employed for the summer
- Formalised the opportunity for teachers/community group leaders to feedback their comments

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

### **SOCIAL WORK DEPARTMENTAL RETURN SECTION : Criminal Justice Service**

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

1. During March 2009 the Drug Treatment and Testing Order service asked clients to complete a Treatment Perception Questionnaire. 20 questionnaires were completed. The clients were asked to consider 14 statements about service delivery particularly focussed on client perceptions of staff competence and about being kept informed and comment on whether they agreed or disagreed with the statements. The key results were that 60% Strongly Agreed and 40% Agreed that staff were good at their job. 45% Strongly Agreed and 55% Agreed that they had been kept informed of decisions made about their treatment. No specific weaknesses were reported.
2. Between 01.01.2009 and 30.09.2009 113 end of order questionnaires were completed by clients of the Community Service & Supervised Attendance Order service. Key results included 99% of clients believing that their skills and abilities were taken into account for their planned work activities, 99% believed they understood what was expected of them during their orders, 95% reported having been supported appropriately through their order. Particular area for improvement noted was in relation to whether clients believed that their time was spent usefully or whether the order was worthwhile to them - where between 12 - 17% believed that they did not agree that it was.
3. At a resident consultation session at East Port House Supervised Accommodation Unit in July 2009 5 residents (approx 50% of those in residence at the time) responded to a Quality Theme Grading Questionnaire. The residents were asked to evaluate the service against Care Commission Quality Themes using Care Commission gradings of Excellent, Very Good, Good, Satisfactory, Weak or Unsatisfactory. There were no Weak or Unsatisfactory Gradings. There have also been 29 evaluation questionnaires completed by residents during the period 01.01.2009 and 30.09.2009. The results of these closely reflect the consultation grading and comments. Particular strengths being in Quality of the Environment, Quality of Life and Quality of Staff.  
Actions taken from specific comments on areas for improvement made during the consultation are noted below.

#### **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 In relation to results from the Community Service client evaluations and the area less well graded of whether clients believed their time was well spent or worthwhile to them - This is being addressed as part of overall service developments to improve speed, immediacy and visibility of Community Service projects and their value and profile within local communities. This has included increased media profile of projects, a project newsletter and increased consultation with local community organisations. It is anticipated that these efforts will support the development of an enhanced sense of worth experienced by clients undertaking the projects. There have also been very close links established with agencies who support the development of employment skills and educational opportunities.
- 2 In relation to actions from the East Port House resident feedback the following measures have been taken - Questions suggested by residents have been included in the formal staff recruitment process; menu plans have been changed; newsletters are used to inform residents of the extent of specialised areas staff training; referring agencies have received updated info packs for prospective residents.

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

### **SOCIAL WORK DEPARTMENTAL RETURN**

#### **SECTION: Community Care**

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

#### **January 2009 - Home Care Customer Satisfaction Survey**

123 respondents - areas covered: Quality of Life; Quality of Information; Staffing and Management & Leadership.

50% of respondents rated the service as excellent; 39% as very good; 8% as good and 2% as adequate.

#### **Out & About Service - Service Users' and Carers' Satisfaction Surveys (Summer 2009)**

Surveys were first carried out in 2008. The 2009 surveys were follow ups to the recommendation in 2008 that 'regular follow up surveys addressing the same areas of enquiry to allow for further monitoring of this developing service'.

The survey aimed to answer the following high level questions:

- do service users participate in activities that they believe are right for them? - 87% agreed that O&A helps them to do things they want to do and described a range of activities including horse riding, exercise to music and line dancing. "I do more things here than at the day centre".
- do service users receive support which meets their needs? - 80% said there was no additional support required. 92% said they were happy with the help and support they get.
- what is the nature of the relationship between service users, carers and staff? - 95% agreed staff listen to what service users have to say. 95% also agreed that if they have a worry they could speak to staff in private. "They all do their best to help me".
- has attendance at Out & About developed service users' confidence, independence and ability to make choices? - 92% said the service helped them to feel more confident, 87% safer, and 87% more independent. "Used to attend 5 days - changed to 2 as I am more independent"

#### **Meals Service - Customer Satisfaction Surveys**

120 questionnaires went out, 53 returned. 98% of respondents satisfied or very satisfied with the arrangements for choosing meals. 94% of respondents satisfied or very satisfied with the menu choices. Over 90% satisfied or very satisfied with the quality of the food and delivery arrangements.

A survey is currently being designed to gauge customers' satisfaction with the Intensive Care at Home/Rapid Response Service.

General customer satisfaction surveys are scheduled to be conducted before the year end.

**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**

#### **Out & About Service**

Only 60% of carers who responded said they always have the opportunity to be involved in the service. A variety of ways are being tried to encourage their involvement.

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

### **SOCIAL WORK DEPARTMENTAL RETURN**

#### **Social Work - Children's Services**

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

**Jan - June 2009 - carried out a survey into Parental Involvement in Child Protection Process**

42 parental forms were returned during the period of the survey (compared to 25 in the same period for 2008) 32 of whom had attended the child protection meeting and 10 who did not attend. (There were no young persons' forms returned compared to 5 in 2008.)

**Key Results:**

Improvements noted from the 2008 survey.

- 73.8% of parents who responded said they had received the relevant leaflet (56% in 2008)
- 88% of parents/carers reported that the worker had explained why the meeting was taking place (83% in 2008)

The adults at the meeting itself continued to report positively on issues such as being treated with respect, having their views listened to and considered, and the role of the chair including being introduced to everyone at the meeting.

**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**

- Training has been given to all chairs of Child Protection case conferences.
- Chairs of the meetings were asked to note the views of the young person separately whether they are present or not, and the reason for their non-attendance is to be minuted for all those over 12 years of age.
- Workers are ensuring more children and families receive the necessary leaflet.
- Social workers must ensure that they complete the report in time for it to be shared with the parents and young person (where relevant)
- A format is to designed and piloted to assist participants to prepare what they wish to say prior to the meeting.
- Consideration is being given, on a multi-agency level, to how best to get feedback from young people.
- The survey is scheduled to be repeated during January - June 2010.

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

### SUPPORT SERVICES DEPARTMENTAL RETURN

#### SECTION: Registrars

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

SEPTEMBER 2009

	Satisfaction Level	Target
Professionalism of Staff	96%	85%
Quality of Service	96%	85%
Speed of Service	94%	85%
	Level	Target
Error Rate	1%	4%

**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**

Q2 *What was your general impression of the layout of the Registrars Office?*

Feedback led to a decoration programme and general tidying up of the public areas in the Registrars Office

*Comments: If you have any comments or suggestions to improve the service would you please briefly state these below or on the other side of this sheet.*

In response to comments from the public a local bereavement guide (the 1st of it's kind in Scotland) has been designed and issued to all Nursing Homes and Hospitals in the Dundee.

Similarly, a local guide to birth registration is also currently planned for launch in the near future.

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

### WASTE MANAGEMENT DEPARTMENTAL RETURN

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

#### **Domestic Refuse Collection - Whitfield Avenue**

In 2009 a number of properties within Whitfield Avenue were transferred from the small bin collection system onto a communal wheeled bin / eurobin collection system.

A questionnaire was issued to gather feedback from the residents affected.

From the returned questionnaires, **the results showed that:**

- the residents transferred onto the communal eurobins were largely satisfied
- the residents transferred onto the communal wheeled bins were largely dissatisfied

#### **Dundee Real Nappy Campaign:**

Sent survey to 76 customers who have taken part in the real nappy incentive scheme. After 1 month we have had 28 responses. These responses highlighted the following:

1. The need for more publicity for the campaign.
2. The need for more detailed advice handed out at the same time as the incentive.
3. Users would like to be able to pass on nappies they no longer need to other people/have them purchased back by the council.

**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**

#### **Domestic Refuse Collection - Whitfield Avenue**

From the questionnaire results, as detailed above:

The communal wheeled bins are to be replaced with communal eurobins. This should eliminate the problems encountered with the wheeled bins.

On an ad hoc basis, changes can be made to aspects of the service following requests/consultation from customers/stakeholders (ie Housing Orgs / EHTS / Housing Dept / public) Examples of this are changes to bin type, collection method and collection frequency.

EQIA - areas of action include:

- Survey of bin routes to reduce pavement clutter from bin collection.
- Baldovie Recycling Centre: disabled parking; disabled toilet; lowered kerbside for access; attendant/assistance.
- Domestic Waste Collections: assisted collection for over 70` s/ confirmation of disability.
- Large print bin calendar screen available on Council Website and large print hard copy available on request.
- Use of symbols on signage for partially blind at Recycling Centres.
- Radar key scheme; distribution of keys from 21 city square introduced

**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 (cont)**

**Dundee Real Nappy Campaign:**

In response to the points raised above:

1. Publicity for the campaign is difficult due to lack of funds but we now have a leaflet in all the birth registry documents given out in Dundee. We are also organising regular stands in the Overgate shopping centre for 2010.
2. There are already written guidelines handed out with the nappy incentives. However, we are currently looking into the possibility of creating a step by step nappy video which may be easier to follow than a written document.
3. We have introduced a second hand nappy network to allow people to buy and sell second hand nappies through the campaign.