Putting Customers First

Portfolio Holder
Councillor Mrs Joy Hughes

Our Highest Priority Aim
As a service provider, putting customers first is our highest priority and achieving high levels of customer satisfaction will drive our organisation.

Who are our Customers?
Our customers include:
- Residents
- Businesses
- Visitors to the District
- Specific service users
- The public at large

Customers beyond the district including sub-regional, regional and central government and other agencies

- We will increase access to our services
- We will increase the speed of our response – both in acknowledging enquiries and in the delivery of our services
- We will enhance the use of evidenced-based research as a key force in shaping policy
- We will recognise the importance of developing the relationship we have with our customers
- Customers will have a greater choice of when and where they contact us
- We expect our future reputation for achieving customer satisfaction to carry significant weight in Rother and beyond.
Putting Customers First

Objective 1 Engage Customers in Shaping Services

**Desired Outcome**
- Responsive to and learning from our customers
- Better informed to target resources on customer value
- Adaptive, innovative and flexible service delivery
- Better fit between expectation and delivery

**Key Plans and Strategies**
- Rother District Council Customer Care Standards
- Rother District Council Consultation Charter
- Planning Improvement Plan.

**Key Indicators**

Engage Customers in Shaping Services

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<th>RM57 Acts on concerns</th>
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2006 Provisional quartiles: 0=not applicable, 1=worst quartile, 4=best quartile

**Corporate Priority Programme**

S01 Customer Research
Project Manager: Joanne Wright, Policy Officer

**Outputs:**
Corporate, co-ordinated processes for capture, analysis and dissemination of research and development data, including:
1. Map of current customer data and gap analysis
2. Customer surveys and macro-environment reports
3. 2006 and 2009 Residents and User Surveys, plus interim surveys as required by analysis.
4. Citizen’s Panel or equivalent consultation mechanism.
5. Identify efficiency savings delivered through research

**Milestones for 2007:**
- Map of current customer data and gap analysis.
- Establishment of Rother Residents Consultation
The Rother district covers 200 square miles and is mainly rural. This geography makes it difficult for some residents to attend meetings in the centre of Bexhill. Some people may not be comfortable coming to the Town Hall. To promote the involvement of the public the Council holds a variety of meetings in alternative places. The target for 2006 was 20. The result is 21. Examples include holding Cabinet at Bodiam, public meetings for Rother Community Plan and Bexhill Town Forum, recycling, planning, conservation areas and Egerton Park.

The target for 2007 is 21 meetings. This will be achieved through continually reviewing the opportunity to hold Council meetings away from the Town Hall, having regard to the items being considered and the need to involve more members of the public in the decision making process.

One of the ways we intend to promote the involvement of the public is to increase public attendance at Council, Cabinet and Scrutiny Committees and Regulatory Committee meetings. This measurement does not include the working groups or the sub committees. The target for 2006 was an average of 20 members of the public and the result was 8. The most attended committee was the Planning Committee in October 2006 when 75 members of the public attended the meeting.

The target for 2007 is an average of 8 members of the public. We invite interested groups and individuals to meetings where they have a particular and known interest in the items to be discussed.
RM17 Consultation with Young Citizens

Portfolio Holder: Councillor Mrs Joy Hughes
Head of Corporate Resources: Trevor Elliott

The Council wants to promote the involvement of young people in the work of this authority and improve their knowledge and understanding of local services. We hold presentations and consultation meetings with young citizens or organisations representing them. The target for 2006 was 21 meetings, presentations or consultations and the result was 34. Examples include consultation on youth arts, Egerton Park (Bexhill), waste and recycling, “political speed dating” at Claverham College (Battle), presentations and discussions with schools throughout Rother on issues from homelessness to the future of local parks and play areas.

The target for 2007 is 22 meetings or consultations. This will be supported through the creation of the new Youth Strategy.

RM56 Residents That Agree They Influence Decision Making

Portfolio Holder: Councillor Mrs Joy Hughes
Head of Policy & Performance: Brenda Mason

This is a measurement from the triennial residents general satisfaction survey. We are going to use it to measure whether or not residents feel they are more involved in local decision-making. It was a new question for the 2006 survey questionnaire. The result in 2006 was 25%. This is the worst quartile performance and an area for improvement. The result for East Sussex County Council is 27%.

The target for 2009 is 30%, which is in line with the LAA target. In order to achieve this result we will improve the membership of the Rother Consultation Group to 1100 members, and actively promote the different opportunities for residents to get involved in local decision-making. So1 Customer Research and So5 Communications will support this target, as will consultations and meetings for RM16 and RM17 and RM58.
**RM57 Residents Agree the Council Acts on their Concerns**

Portfolio Holder: Councillor Mrs Joy Hughes  
Head of Policy & Performance: Brenda Mason

This is a measurement from the residents’ general satisfaction survey run once every three years. It was a new question in the 2006 survey questionnaire. As a result we have no historical comparison and have not yet received any quartile information. The result in 2006 was 51%.

The target for 2009 is 54%. The actions to achieve this result will be supported by the S05 Communications project.

**RM58 Services that Have Undertaken Consultation with Residents to Inform Decision Making**

Portfolio Holder: Councillor Mrs Joy Hughes  
Head of Policy & Performance: Brenda Mason

This is a new measurement for 2007/8. It measured the number of our 11 main service areas that have undertaken some form of in depth public consultation that has informed decision-making on some aspect of their service. This is expressed as a percentage of all service areas to give an indication of how widespread the opportunity to participate is across the range of the authority’s services.

The target for 2007 is 82%. We have set a target to reflect a reasonable extension of our current level of activity. The S01 Customer Research Project and S02 Customer Care Project will support this measurement.
Putting Customers First

Objective 2 Deliver Customer Value and Quality

**Desired Outcome**
- Better overall customer satisfaction
- Better reputation with our customers for value and quality
- A better fit between expectation and delivery
- More targeted use of resources on customer value and quality
- Better business processes

**Key Milestones**

2007  
70% of our services are above median (or average) for all councils, using Best Value Performance Indicator measures.  
30% of our services are in the best quartile for all councils.

2008  
Completed 100% of improvements in the Planning Improvement Plan funded by the Planning Development Grant.

2009  
90% of our services are above median and 40% are in the best quartile for all English Councils as measured by Best Value Performance Indicators.

**Rother Community Plan**
As a cost effective authority we assist in the delivery of a range of Community Plan targets and in the maintenance of a strong Local Strategic Partnership.

**Key Plans and Strategies**
- Rother Corporate Plan
- Rother District Council’s CPA Improvement Plan
- Revenues and Benefits Recovery Action Plan
- Rother District Local Plan
Key Indicators

Corporate Priority Programme

EP13  Fire Safety in HMO Units
Start 2007  Ends 2008
Project Manager: Mark Randolph, Private Sector Housing Manager

Outputs: 1. Completion of residual fire safety works
2. Review of progress

EP22 Pilot Planning Advice
Starts 2007  Ends 2008
Project Manager: Roger Scott, Principal Planning Officer

Outputs: Planning surgeries on specific days on an appointment basis at Battle and Rye. Evaluation of pilots.

EP38 Sheltered Housing Improvements
Starts 2007  Ends 2008
Project Manager: Anne Sennessy, Head of Housing

Outputs: Strategy and Action Plan, with a clear set of costed priorities for new sheltered housing schemes and refurbishment of existing schemes in Rother.

EP50 Affordable Housing
Started 2006  Ends 2011
Project Manager: Anne Sennessy, Head of Housing

Outputs: 120 new homes per year across Rother delivered through Housing Strategy and Local Plan.

2006 Provisional quartiles: 0=not applicable, 1=worst quartile, 4=best quartile

Deliver Customer Value and Quality

Rother District Council  Performance Plan 2007  Deliver Customer Value and Quality
Residents Satisfied with the Overall Performance of the Council

This is a measure of residents’ satisfaction with the Council taken as a whole. This survey is undertaken every three years with a representative sample of Rother residents. The most recent survey was conducted in 2006. Every Council in England does an identical survey in a nationally set timetable and methodology. The target for 2006 was 65%. The result was 49%. This is a drop in overall satisfaction and below median performance.

The target for 2009 is 53%. This will be achieved through the delivery of the Corporate Plan and the targets set in this Performance Plan.

Major Planning Applications

This indicator shows how quickly we process large-scale residential and commercial planning applications. They involve complex legal agreements, environmental impact assessments and a wide range of consultations. This indicator, along with parts b and c, form the basis of how much Planning Development Grant is allocated to the Council from the Government. Our performance in BV109a is in the best quartile. The target for 2006 was 64%. Improvements were made to our multi-disciplinary team approach to major applications. The result in 2006 was 80%.

The target for 2007 is 70%. This will be achieved by maintaining our current level of service. The next three years will see an increase in the number of major development applications as a result of the Local Plan and the development projects detailed elsewhere in this Performance Plan.
This indicator shows how quickly we process planning applications for small-scale commercial business and residential development sites. It is important that these applications are processed efficiently in order to promote a prosperous economic climate in Rother. This sort of application accounts for approximately 30% of all applications and there is an increase forecasted. The target for 2006 was 70%. The result was 79%. This was achieved as a result of the restructure and improved resources brought in at the end of 2005.

The target for 2007 is 80%. This will be achieved by maintaining the current level of service. The next three years will see an increase in the number of minor development applications as a result of the Local Plan and the development projects detailed elsewhere in this Performance Plan.

The target for 2007 is 90%. Following the success of the Planning Advice Surgeries in Bexhill CHP we will be piloting surgeries in the Battle and Rye Community Help Points. The purpose of the surgeries is to improve our level of public advice and so improve the quality of submitted applications. This is because a good application can affect the speed of processing to the benefit of our customers.
Customer satisfaction is one of the most important goals of the Rother Planning Service. Satisfaction of planning applicants is measured triennially. This measurement is the percentage of applicants who expressed satisfaction with the overall service. The target for 2006 was 75%. The result was 74%. This is an above median performance. We have addressed customer satisfaction through a) the development of our website where planning applications and full file information are available and b) increased levels of consultation and input into service delivery through the Agents Forum and the Annual Parish Council Development Control Forum.

The target for 2009 is 78%. The target will be achieved by maintaining our speed in processing planning applications, introducing on to our website the facility for solicitors to download planning decision notices and increasing the amount of historic information, the promotion and development of planning applications on line, providing a fully interactive Local Plan and the consultation facilities for our Local Development Framework.

This indicator measures the quality of the delivery of the Council’s Planning Service through a percentage score on the items on a checklist of best practice. Professional advice, electronic service delivery and meeting customer’s needs are important parts of this quality assessment. The target is 94% and the result is 100%, which represents a score of 18 out of 18 on the checklist. This target was achieved by improvements to our multi-disciplinary team approach to major applications and delivering a fully interactive Local Plan on our website during 2007/8. This performance is in the best quartile.

The target for 2007 is 100%.

The website address is www.planning.rother.gov.uk.
RM59 Standard land searches in 10 Days

Portfolio Holder: Councillor Mrs Joy Hughes
Head of Corporate Resources: Trevor Elliott

Formerly BV179, the Council continues to measure this indicator until the Department of Communities and Local Government set expected new standards. This performance indicator is the national standard of completing searches of the local land charges register within 10 working days. A prompt service speeds up the house-buying process and contributes to the housing market. The target for 2006 was 100%. The result is 100%. The average time for all searches was less than 5 working days.

The target for 2007 is 99%. This allows for one search during the year to take longer than 10 working days.

BV78a Average Time for New Benefit Claims

Portfolio Holder: Cllr Mrs Joyce Hughes
Head of Finance: Robin Vennard

This indicator measures the speed at which new benefit claims are processed in average days. Slow processing can cause problems between tenants and landlords and affect Rother’s housing market. This performance is worst quartile for all councils in England. The target for 2006 was 30 days to process new benefit claims. The result was 80 days. This performance was impacted on by the implementation of a new electronic processing system, staff shortages, taking the contract back in-house as a result and appointing and training new staff.

The target for 2007 is 30 days to process new benefit claims. This target will be reached through delivering our recovery action plan for processing times over 2007. It should show the impact of the actions already taken during 2006.
BV78b Average Time for Notification of Change of Circumstances
Portfolio Holder: Cllr Mrs Joyce Hughes
Head of Finance: Robin Vennard

This indicator measures the Council’s speed at updating benefit claims where a change of the claimant’s circumstances has occurred. Slow processing can cause problems between tenants and landlords and affect Rother’s housing market. The target for 2006 was 15 days. The result was 35 days. This performance was impacted by the implementation of a new electronic processing system, taking the contract back in-house, staff shortages and appointing and training new staff and changes in national processes and regulations.

The target for 2007 is 30 days. We will ensure that this target is met through the delivery of our recovery action plan by completing implementation of the new systems and ensuring a full workforce and having thoroughly trained staff.

BV79a Correct Calculation of Benefit Due
Portfolio Holder: Cllr Mrs Joyce Hughes
Head of Finance: Robin Vennard

This indicator measures the efficiency of the benefits service in calculating the correct benefit the first time. It measures the percentage of benefit cases for which the calculation of the amount of benefit due was correct on the basis of the information available for the determination of the claim. This is measured by checking a sample. Correct calculation is beneficial for both claimants and their landlords. The target for 2006 was 98%, this was due to re-assignment of staff to deal with caseloads and delivery of greater priorities. The result was 92%. Our performance is in the worst quartile.

The target for 2007 is 98% of benefit cases calculated correctly. This target is set due to a change in our procedures. In order to make an improvement in the overall delivery of the service we have altered this part of the service.
BV80  Customer Satisfaction with the Benefits Service of Circumstances  
Portfolio Holder: Cllr Mrs Joyce Hughes  
Head of Finance: Robin Vennard

This is a measure of customer satisfaction obtained through a triennial survey of benefit claimants. Those surveyed were both successful and unsuccessful applicants for Housing or Council Tax Benefit. Actions to improve satisfaction since 2003 included the introduction of the Bexhill Community Help Point. The target for 2006 was 80%. The result was 68%. We know the main impact was the delays in processing time due to implementing the new electronic system and bringing the contract back in-house.

The target for 2009 is 82%, a return towards our performance in 2003. This will be achieved through improving processing speeds and customer care initiatives.

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BV166  Environmental Health Best Practice  
Portfolio Holder: Cllr Mrs Joy Hughes  
Head of Environmental Health: Richard Parker-Harding

This performance indicator measures the percentage score that the Environmental Health service gets on a checklist of best practice for delivering the service. The checklist is made up of 10 criteria which are subdivided into tests on our enforcement policy; risk based inspections; targeted educational programmes; complaint handling; response to statutory notifications; service reviews of all areas; and consultation mechanisms. The target for 2006 was 90%. We achieved 90% through providing a training programme required for the Safer Food Better Business campaign; a national campaign that will require all local food businesses to do a risk analysis. This is below median performance but average.

The target for 2007 is 90%. This will be achieved through a continuation of the Safer Food, Better Business programme and promotion of the Smoke Free public places campaign prior to 1st July when it becomes statutory.
RM29 Satisfaction Indicators with Improvement Action Plans Being Delivered
Portfolio Holder: Cllr Mrs Joy Hughes
Head of Policy and Performance: Brenda Mason

This indicator is in two parts.

a) The percentage of satisfaction survey results that have to be improved and have an improvement action plan. The target for 2007 is 60%.

b) The percentage of Satisfaction Improvement Action Plans that are on target for delivering their planned actions. The target for 2007 is 100%.

RM60 Quartile Performance of BVPIs
Portfolio Holder: Cllr Mrs Joy Hughes
Head of Policy and Performance: Brenda Mason

The Council’s long-term aim is to have 40% of its Best Value Performance Indicator performing in the best 25% of all English councils and 90% above median. The result for 2006/7 was 24% and 64% respectively (not including the Satisfaction indicators).

The target for 2007 is 30% and 70%. The target for 2008 is 40% and 80%. This will be achieved by monitoring our targets through the Improvement and Resources Sub Committee and by improving service performance through the delivery of the Corporate Plan.
Best Value Review

The report below is a summary of the findings and action plan. Copies of the full Committee report and action plan are available on the Council’s website or can be requested from the Policy and Performance Unit at the Town Hall, Bexhill.

Shaping the Environment: Planning Service

Key Findings
This 2004 review was phase 1 of the Shaping the Environment Review. It focused on the Development Control and Appeals sections of the Planning Service as priority areas for improvement.

Challenge
There were rising demands on this statutory service, particularly in caseloads, which adversely affected efficiency and customer service.

Compare
Staff structures were comparable and workloads higher. Costs were lower than average. Processing speeds were below average for minor and other applications.

Consult
User satisfaction was in the lowest 25%. Communication and training needs improving as does liaison with key stakeholders.

Compete
The service remains in-house.

Actions

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<td>Review the annual Parish Planning Seminar with the town and parish councils.</td>
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<td>Innovate new ways of working resulting from the Building Control Flexible Working Pilot Project findings.</td>
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<td>Meet all national Best Value Performance Indicator standards and maintain position.</td>
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<td>Undertake a review of Member needs from the Planning Service in terms of expectations and training and undertake training for all new Members of the Council and the new Planning Committee.</td>
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<td>Introduce option of large print and other languages to the Planning Guide on the website version.</td>
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<td>Survey for users feedback on the Planning Guide to inform the production of the following version.</td>
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<td>Implement suggested improvements for the Parish Planning Seminar from the review undertaken in 2007.</td>
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<tr>
<td>Review and consult on the Guide on Development Control for Parish Councils to inform the production of an updated version.</td>
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<td>All Members invited to a Planning Seminar on planning law and regulations.</td>
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<td>Survey service users on satisfaction with the service (measure of impact of changes).</td>
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<td>Publish updated Guidance on Planning Service for Parish Councils and send a copy to all Rother District Council Members.</td>
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<td>Parish satisfaction on service and communications to be measured by a survey.</td>
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<td>Review all Planning Committee procedures.</td>
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<tr>
<td>Review of Member needs from the Planning Service in terms of expectations and training.</td>
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<tr>
<td>Review Planning’s delivery of the Corporate Communications Strategy.</td>
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**Actions**

Established an annual Planning Seminar with Parish Councils in the autumn and established and hold two Agents Forums a year

Published a Guide on Development Control for Parish Councils and RDC Members in 2005

Re-instated pre and post application discussions for almost all development applications.

Trained CHP staff and started briefing sessions. Duty Officer rota in place in the Community Help Point increased qualified support and public access.

Reviewed the presentation of decision notices and website information for being clear to read.

Restructured Development Control into 2 area teams and appoint to 5 new posts by April 2005.

Process mapped the applications process in order to find and remove blockages by August 2005.

Introduced weekly performance monitoring meetings on key stages of the applications process.

Introduced planned e-government improvements and PARSOL standards.

Revised procedures on the use of S106 obligations and planning conditions was reported to Committee in July 2005. Further work on standardisation is in progress.

Increased Member training in Planning and Development Control

**Timescale**

Completed actions

Introducted online planning applications submissions in conjunction with the Planning Portal.

Implemented a project group with all relevant officers on establishing the Local Development Framework within the required timeframe.

Innovated the Generic/Flexible Working Party findings by running a flexible working pilot in Building Control

Surveyed service users on their satisfaction with the service.

Prepared supplementary planning guidance for key sites in the Local Plan and for affordable housing.

Implement planned electronic access improvements including a Pendleton standards score of 21 out of 21 points.

Reviewed and monitored the impact of the delegation scheme on length of Planning Committees and number of items on agenda.

The income generated through the Planning fee increases and additional Planning fees was built into the base budget to cover those staff currently funded by the Planning Development Grant. We are monitoring for any shortfall.
Putting Customers First

Objective 3  Improve Customer Care Standards

**Desired Outcome**
- Customers know what type and level of service to expect
- Staff know what is expected of them and how to deliver customer care to the right standard.

**Key Plans and Strategies**
- Rother District Council Customer Care Standard and Strategy
- Implementing Electronic Government Strategy
- Planning Improvement Plan.
- Rother District Local Plan and Local Development Plan

**Key Indicators**

**Corporate Priority Programme**

**S02  Customer Care**
Starts 2006 Ends 2008
Project Manager: Anthony Leonard, Director of Services
Outputs:
1. Review of systems, processes and capacity for improvement in customer care and recommendations for improvement
2. Systems to capture and integrate customer data in management decisions to improve customer experience and satisfaction
3. Systems for monitoring and review of customer experience
4. Staff training and development plan for customer services, with all relevant staff trained to acceptable standard

**Milestones:**
- 2007 December Customer Contact Centre
- Customer Care Training

**EP08  CHP Rural Outreach**
Starts 2009 Ends 2011
Project Manager: David Hermon, Democratic Services Manager
Outputs:
1. Business case for provision of mobile CHP in remote areas, where appropriate in partnership with others.
2. Pilot scheme for evaluation, if case approved
RM30  Customer Enquiries

Portfolio Holder: Councillor Mrs Joy Hughes
Head of Corporate Resources: Trevor Elliott

This is a new measurement of the percentage of customer enquiries that are satisfied at the first point of contact.

The target is 80%. This will be supported through the delivery of the Customer Care project.

BV4 Citizens Satisfied with the Handling of their Complaint

Portfolio Holder: Councillor Mrs Joy Hughes
Head of Corporate Resources: Trevor Elliott

This measurement comes from a general survey sent to a random sample of Rother citizens once every three years. Every Council in England sends out an identical survey in the same, nationally set, timetable and methodology. The target for 2006 was 40%. The result was 35%. This is above median performance. We expected to have influenced public satisfaction by providing Customer Help Points in Battle and Bexhill and Rye, our website with the Report a Fault facility and the electronic information kiosks in Peasmarsh, Fairlight, Winchelsea, Ticehurst, Etchingham, Robertsbridge and Sidley and in the libraries.

The target for 2009 is 37%. The new corporate complaints system was trialled during 2006. It will be rolled out to all service areas, along with service training for staff, during 2007.
RM31 Residents Who Feel Well Informed on How to Complain to Rother District Council
Portfolio Holder: Councillor Mrs Joy Hughes
Head of Corporate Resources: Trevor Elliott

This is an indicator from the residents’ general satisfaction survey that is run once every three years. It measures the percentage of local residents who were agreed or strongly agreed that they were well informed on how to complain to Rother District Council. The question was asked for the first time in the 2006 survey. Therefore, we have no historic or quartile benchmarking to compare our performance at this time. The result in 2006 was 50% feel informed on how to complain to the Council and 50% do not feel informed.

The target for 2009 is 52%. The main actions to deliver this target will be to continue to publicise the opportunity to submit comments or complaints through the website and CHPs and in writing. The delivery of the Communications Project will also have an affect, as will our new Customer Care Standards and corporate complaints system.

RM32 Residents who were Satisfied with Staff’s Competence in Dealing with Their Enquiry
Portfolio Holder: Councillor Mrs Joy Hughes
Head of Corporate Resources: Trevor Elliott

This is an indicator from the Customer Care section of the residents’ general satisfaction survey that is run once every three years. It measures the percentage of local residents who were either satisfied or very satisfied with how competent the member of staff was when they contacted the Council with a request or query. The question was asked for the first time in the 2006 survey. Therefore, we have no historic or quartile benchmarking to compare our performance at this time. The result in 2006 was 72%.

The target for 2009 is 75%. This indicator has a link to the delivery of our Investors in People programme. The main actions to deliver this target will be the Customer Care project and delivery of the new Customer Care Strategy adopted in February 2007.
RM33 Residents Who Feel Well Informed on the Standards of Service they Can Expect from the Council
Portfolio Holder: Councillor Mrs Joy Hughes
Director of Resources: Joy Hollister

This is an indicator from the residents’ general satisfaction survey that is run once every three years. It measures the percentage of local residents who were agreed or strongly agreed that they were well informed on the standards of service that they can expect from the Council. The question was asked for the first time in the 2006 survey. Therefore, we have no historic or quartile benchmarking at this time to compare our performance. The result in 2006 was 53%.

The target for 2009 is 55%. The main actions to deliver this target will be the delivery of the new Customer Care Strategy adopted in February 2007 and SO5 Communications Project.
Putting Customers First:
Objective 4  Improve Communications and Media Management

Desired Outcome
● Better reputation with our customers, leading to better customer confidence, clearer understanding of how to access Council services.

Key Plans and Strategies
● Communications Strategy
● Marketing Plan

Key Indicators

Corporate Priority Programme

S06  Communications
Starts 2007  Ends 2008
Project Manager: Joy Hollister, Director of Resources

Outputs:
1. Communication strategy, marketing plan, and pilot implementation phase
2. Rother Bulletin revised content and distribution
3. SMT staff briefing developed
4. Routine press briefings and familiarisation
5. Media training for members and staff
6. Service information card for travelling officers
7. Brand awareness campaign
8. Websites for Members to manage content
9. Review and recommendations

2006 Provisional quartiles: 0=not applicable, 1=worst quartile, 4=best quartile
**RM20 Council Members with Electronic Access and Ability to Utilise the Technology**  
Portfolio Holder: Cllr Mrs Joy Hughes  
Head of Technology: Tina Smith

The Council has voted to ensure that all the Councillors have electronic access and the ability to utilise computer technology to support their role as a Councillor from 1st August 2007.

a) This measurement indicates the percentage of Councillors that have been offered suitable equipment with internet access appropriate to their needs and officer support and advice to ensure that the equipment is operational.

b) This measurement indicates the percentage of Councillors that utilise technology to support their role as Councillors.

**RM34 Implement the Communications Strategy**  
Portfolio Holder: Cllr Mrs Joy Hughes  
Director of Resources: Joy Hollister

This indicator measures the creation and publication of the Council’s Communication Strategy and monitors the implementation of its associated action plan. This is the first year that this indicator has been measured.

The target for 2007 is to develop and publish the Communication Strategy and Action Plan.
**RM35 Residents Well Informed on how the Council is Delivering on its Promises**

Portfolio Holder: Cllr Mrs Joy Hughes  
Head of Policy & Performance: Brenda Mason

This indicator was measured in the triennial residents general satisfaction survey that the authority has undertaken since 2000. This question was asked for the first time in the 2006 survey. The result in 2006 was 31%. The same amount of respondents answered that they didn’t know. This is the area where we would like to improve.

The target for 2009 is 35% and this will be supported by SO5 Communications Project.

**RM36 Residents Satisfied that the Council keeps them informed on its services and Benefits**

Portfolio Holder: Cllr Mrs Joy Hughes  
Director of Resources: Joy Hollister

This indicator was measured in the triennial residents general satisfaction survey that the authority has undertaken since 2000. This question was asked for the first time in the 2006 survey. The result in 2006 was 52%. This is a best quartile performance but it is still an area where we wish to see improvement.

The target for 2009 is 55%. The key actions to achieve this include the SO5 Communications project.