

# ENGAGEMENT & SERVICE DELIVERY

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# Presentation Content

- An introduction to Caerphilly County Borough Council and the Public Services Division;
- Why engage with communities?
- The role of the Corporate Consultation Strategy;
- Consultation Processes;
- Feeding results back into Service Plans;
- Tailoring Service Delivery;
- Conclusions.



# Caerphilly County Borough

- Circa 180,000 Residents;
- Circa 75,000 Households;
- 4,500 Commercial Premises;
- Mix of Urban & Rural;
- Decline in manufacturing industries;
- Good (& improving) Strategic Routes Network;
- Borders with M4 in South, A470 West and A465 (Heads of valley) to the North.



# The Public Services Division

- Approximately 1,000 staff;
- Services include:-
  - Waste & Recycling Collection
  - Street Cleansing
  - Grounds Maintenance
  - Outdoor Sports Facilities
  - Cemeteries & Bereavement Services
  - Building Cleaning
  - Fleet Management & Maintenance
- Key front-Line Services
- Public expectations growing constantly

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# Why Engage?

- The drive for citizen-centred public services (WAG "*Making the Connections*")
- For front-line services the public are the ultimate judges of service effectiveness
- Without engaging how can you make the link between public expectation and planning future delivery?
- Built on "Consult" being one of the 4 C's of best value



# Why Engage?

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- Fundamental to Caerphilly's vision and values of openness, integrity, accountability and purposeful partnership
- 5 levels of community engagement (information giving, consultation, deciding together, acting together, supporting)



# The Corporate Consultation Strategy

An important Corporate Strategy in order to:-

- Establish a mechanism for effective coordination of consultation exercises;
- Ensure that Best Practice is applied in all consultation services at Corporate & Service levels;
- Link consultation work effectively into mainstream decision-making processes across the Authority;



# The Corporate Consultation Strategy

- Raise awareness & understanding throughout the Council (& with partner organisations) of the benefits of a coordinated approach to consultation;
- Develop a database & calendar for consultation exercises and of consultation groups.



# Consultation Processes

## 1. CORPORATE

- Biennial Corporate Postal Survey  
*(January 2007 last one)*
- Quarterly viewpoint panel "Themed" meeting;.
- Other programmed themed meetings eg:  
Youth Forum, 50+ Forum, Business Forum, etc.



# Consultation Processes

## 1. THE PUBLIC SERVICES DIVISION

### ■ Streetcare Services

- Biennial (June) postal survey of 1,000-2,000 households randomly selected across all wards;
- The link between June & January (Corporate survey);
- The LGDU Survey format;
- Format of questions important to obtain correct information on street scene satisfaction and concerns;
- Monthly call-back of 20-30 residents that have made service requests to investigate satisfaction with the telephone "experience" and service response.



# Consultation Processes

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- Waste Management

- Caerphilly Waste Forum
- Members of Forum decide quarterly meeting agendas;
- Crucial due to scale of change that is required in waste management;

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# Consultation Processes

- Parks Services

- Specific parks customer views questionnaires to examine demographics of users, gauge views of infrastructure, activities and improvements;
- Outdoor events consultation on Parks Services
- Specific parks form part of the Police led PACT (*Partnerships & Communities Together*) Community Survey;
- Effective consultation (and acting upon it) is crucial for parks management plans, awards schemes such as Green Flag Parks, Wales/Britain in Bloom, etc



# Consultation Processes

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- Outdoor Sports Facilities
  - Weekly analysis of user evaluation cards (Rugby, Football, Cricket, Bowls);
  - Twice yearly meetings with key Sports Associations eg: Bowls.



# Consultation Processes

- Cemeteries & Bereavements
  - Biennial questionnaire to funeral Directors & Memorial Masons;
  - Face-to-face interviews with members of the public;
  - Results feed into "Charter for the Bereaved" Annual Audit and Action Plan.



# Consultation Processes

- Building Cleaning
  - Annual consultation with Building managers of specific premises types eg; secondary schools (via APSE) and customer satisfaction PI derived;
  - In depth questionnaire to teaching staff in schools on effectiveness of cleaning in all areas;
  - Twice termly meetings on site & joint audit.



# Consultation Processes

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- Vehicle Maintenance/Fleet Management
  - Quarterly meetings with user departments.

# Feeding Results into Service Plans

- Annual Service Improvement Planning;
- Plan always includes a review of last years plan and a "clock face" look back 1 year and forward 2 years;
- Action plan for future year will include issues that engagement has raised and whether service delivery can be tailored accordingly;
- If service delivery can be tailored then the Action Plan will specify How, When, By Who & the likely cost.



# Tailoring Service Delivery

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Some Examples:

## 1. Streetcare Services

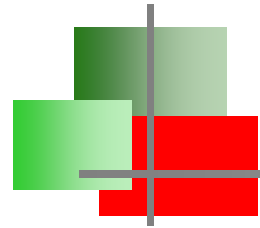
- More mechanisation (pavement sweepers) to tackle areas of concern eg: cigarette ends, working shift systems;
- Enforcement activity stepped up (against schoolchildren as well);
- Satisfaction improving.



# Tailoring Service Delivery

## 2. Waste Management

- Moved from resident sort to co-mingled recycling;
- Weekly recycling introduced borough wide (wheeled bins);
- Increased range of materials collected eg: card, ALL plastics;
- The Decision to introduce fortnightly refuse collection has been “painless” and generally well received (Collections haven’t started yet though!)



# Tailoring Service Delivery

## 3. Parks Services

- Park Ranger Team work extended Summer hours in a particular Green Flag Park (*Morgan Jones, Caerphilly*) due to concerns over anti-social behaviour in the evening;
- Bands in the Park & Summer Music Workshops introduced in 2 parks due to public demand.



# Tailoring Service Delivery

## 4. Outdoor Sports Facilities

- Mature conifers felled adjacent to Morgan Jones park Bowling Green to address bowler concerns over shading of green;
- Weekly card returns present a trend of concerns (eg: boiler not heating water effectively for showers) which can inform the infrastructure improvement programme the following year.



# Tailoring Service Delivery

## 5. Cemeteries & Bereavements

- Ceased Memorials Benches Policy due to public concerns over numbers of benches being erected;
- Introduced BRAMM Registration Scheme for Memorial Masons to ensure "level playing field" at request of some Masons.



# Tailoring Service Delivery

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## 6. Building Cleaning

- Twice termly joint audit of Secondary Schools cleaning quality introduced at request of Secondary Heads.

## 7. Vehicle Maintenance/Fleet Management

- Streamlined billing processes introduced at request of user departments;
- Further work underway to reduce bureaucracy and duplication (& costs) to user departments at their request.



# Conclusions

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- Engagement & consultation is an increasingly important part of the Council's activities as a result of a complex set of pressures, internally & externally;
- Successful & effective engagement & consultation should lead to it being valued by those doing it and those being consulted. It will also help to ensure that resources are being used to best effect;



# Conclusions

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- The benefits may not always be immediately obvious but over a period of time can form a vital part of the Council's drive to be open and accountable, helping not only to identify what citizens want from services but also to assist in explaining why sometimes their aspirations cannot be met.