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CUSTOMER SERVICE EXCELLENCE

SECOND YEAR SURVEILLANCE REPORT

For

**Charnwood Borough Council
Street Management**

On behalf of



Contents

1. Key Information	3
2. Assessor's Findings.....	3
2.1 Progress Made	3
2.2 Issues Which May Affect Certification	5
3. Additional Information.....	5

1. Key Information

Assessor Name	SUE DOWEY
Assessment Reference Number	13/0686
Method of Contact	REMOTE
Date of Contact	30/08/2013

2. Assessor's Findings

This 2nd year surveillance has been conducted remotely via e-mail and conducted off site. The findings have been based on the evidence provided by the Street Management service. The organisation provided an extremely full and factual update for this review and this report has been based on and taken from the evidence submitted. This remote review is a mandatory requirement under the emqc Ltd conditions of certification and required to retain the final year of the Customer Service Excellence Standard (CSE) certification.

2.1 Progress Made

Successful CSE certification has seen increased customer focus aligned to changes to Street Management policies, procedures and processes and is recognised briefly in the relevant criterion below.

Criterion 1. Customer Insight

The CSE framework was considered when tracking the customer experience through customer journey mapping. CBC Contact Centre scripts have been changed with the emphasis of not only up-skilling staff experience of the Street Management service but also aiming to resolve customer questions/concerns at the initial and first point of contact.

Dog-Fouling processes have been reviewed as a result of identifying a potential gap in the process. After considering both customer expectations and feedback Street Management and Environmental Services have increased efficiency and worked to identify and reduce duplication of services/effort. Parish Councils were invited to identify potential dog fouling hotspots that enabled Street Management wardens to monitor the situations, this formed part of the 'Don't Muck Around Campaign'

A short customer poll, Enviro Poll, was undertaken to determine the three key issues most important to the residents of Charnwood. The readers' poll was included in the 'Charnwood News' that is circulated to all households in Charnwood, social media, CBC website, telephone calls into the CBC Contact Centre and voting slips made available at reception points.

Customer surveys were undertaken for proposed changes to rural car parks both at Anstey and Quorn, findings from the surveys will be used to determine short stay parking.

You remain fully compliant in this criterion.

Criterion 2. Culture of the Organisation

Team meetings and staff involvement is seen to be an important part of the service and serves to encourage the sharing of best practice and knowledge.

The Street Management service has representation on the on both the CBC staff forum and equality and diversity working group. The staff PDR has been replaced with the "Personal Review" process, the reviews are shorter but carried out three time across the year, incorporated into the personal review is an element of personal performance reflecting the CBC values. Staff induction takes in

modules covering an introduction to health and safety, equality and diversity and customer service, the latter incorporating the CBC corporate values.

Patrol zones were reviewed and revised by the street wardens based on their experiences of providing front line services and customer expectations.

You remain fully compliant this criterion

Criterion 3. Information and Access

Street Management information is widely available in the CBC 'Charnwood News' circulated to all households in Charnwood and in electronic form via the CBC website. Street Management articles are also included in local resident magazines.

CBC are placing great emphasis on digital methods of contacting council services encouraging customers where possible to use alternative methods e.g. social media, website, e-mail.

A new pavement parking form has been added to the CBC website allowing members of the public to report cases of pavement parking 24/7. The pavement parking initiative has been rolled out across all Leicestershire councils following the successful pilot in Charnwood, this was recognised as good practice by the Highway Forum. The message taken from this initiative across Leicestershire is for the public not to park on pavements as this could have an effect on the more vulnerable groups/customers. The CSE model was used to reflect customer needs e.g. the timeliness of action by the Street Management service when reporting a potential parking problem.

You remain fully compliant in this criterion whilst retaining the compliance plus 3.4.3.

Criterion 4. Delivery

Lagan (CRM) cases are reviewed on a weekly basis with the main aim of identifying potential areas for improvement.

The Street Management service has been nominated for and been successful in a number of national awards that include:

- 'The Don't Muck Around' campaign for excellent communication.
- 'Stunt of the Year' at the Golden Hedgehogs Awards where judges look to reward an outstanding stunt to attract the public's attention
- Shortlisted for the 'Campaign of the Year' in the LGC Communications category and shortlisted for the 'Future 5' that is yet to be announced.

The Business Improvement District (BID) voted on by town centre businesses ratepayers who in exchange for an increase in business rates are rewarded by CBC with additional benefits e.g. parking initiatives. Further initiatives whilst working with the BID and Love Loughborough is parking promotions to promote and encourage the general public of Charnwood to use the facilities of the town centre e.g. shops, markets, museum and theatre.

Loughborough was selected as one of the 'Portas Pilot Towns' launched by the government to regenerate town centres. Street Management assisted in the project by providing parking promotions in town centre car parks.

You remain fully compliant in this criterion.

Criterion 5. Timeliness and Quality of Service

Customer fact sheets are available on line and in reception areas advising customers what they should expect when reporting environmental crime and parking issues, these are further supported by operational protocols that deal with reports of environmental crimes.

Car parking information is available on the Street Management page of the CBC website with a link added to Contact Centre scripts to ensure up to date information is available. All Loughborough town centre car parks have been successful in achieving the 'Park Mark' accreditation. LAGAN records are routinely updated with relevant information to investigated cases; this allows timely and up to date information being available in the event of a customer enquiry/contact.

Street Management are benchmarked against other local authorities and Charnwood Street Management have been recognised as good practice for their performance that was then shared and rolled out across other LCC districts. Benchmarking is undertaken for legal actions against fly tipping through the 'Fly capture' database (NI196 draws upon the fly-tipping data submitted by local authorities to the Flycapture database); this database compares the number of prosecutions and legal actions taken across local authorities.

Housing Landlord Services the ALMO previously known as 'Charnwood Neighbourhood Housing' came back in house from April 2013. The services and arrangements have moved over seamlessly for the Street Management service in respect of both abandoned vehicles and accumulation of waste.

Street Management are working with more partner agencies offering accommodation for LCC Family Support i.e. Touchdown and HR staff relocation, this has been taken into account regarding how the Street Management service is being delivered e.g. additional staff parking.

You remain fully compliant in this criterion

2.2 Issues Which May Affect Certification

There are no issues that affect certification.

3. Additional Information

The Council's 2011 senior management review is now well established and the Street Management service continues to report to the Housing, Planning, Regeneration and Regulatory Services directorate. As a result a team intranet site as been developed and regular team meetings take place with Licensing and Environmental Health to ensure that staff and team members are regularly updated on changes.

The Leicestershire County Council (LCC) agreement for the enforcement of On Street Civil parking was reviewed owing to a LCC review of the service level agreements and processes. This review led to the reduction of one street warden for Charnwood, existing staff vacancies that had not been recruited too covered the reduction.

Owing to a council review of office accommodation the 'office accommodation strategy' resulted in the Street Management team being amalgamated into the Regulatory Services office space thus a creating one-team approach. Admin support for the service has been increased as a result of the review of administration services, the service has benefited from a central support team providing an increase in staff supporting the service.

Capital budgets have been approved that will see improvements to both the Beehive Lane and Granby Street car parks.

Complaints

There were three complaints registered for the Street Management service for the year up to June 2013. All complaints referred to the actions of street wardens and parking penalties, none of the cases were upheld. One complaint escalated to level 2 and referred to an mail response, this was subsequently resolved and closed after a 1-2-1 discussion with the complainant.

Outcome.

From the progress report provided by Charnwood Borough Council Street Management service it is clear that they continue to strive to further enhance the customer experience and satisfaction and I have no hesitations in recommending to emqc Ltd that they remain certificated to the CSE standard.

The outcome of this surveillance confirms that the Street Management service maintains certification for the final twelve months of the three-year certification remaining fully compliant across all 57 elements of the standard whilst retaining the compliance plus 3.4.3.

If you would like to discuss the three-year certification review scheduled to take place in August 2014 please do not hesitate to contact emqc Ltd or your assessor Sue Dowey.