

**CABINET MEMBER FOR CULTURAL SERVICES AND SPORT  
Tuesday, 23rd February, 2010**

Present:- Councillor St. John (in the Chair) and Councillor Falvey.

**F70. MINUTES OF THE PREVIOUS MEETING HELD ON 9TH FEBRUARY, 2010**

Resolved:- That the minutes of the meeting of the Cabinet Member held on 9<sup>th</sup> February, 2010 be signed as a true record.

**F71. CUSTOMER CARE – 1ST OCTOBER TO 31ST DECEMBER, 2009**

Consideration was given to a report submitted by Emma Hill, Customer Service Standards Co-ordinator, which detailed performance statistics for Quarter 3 (October - December 09), against the Customer First Charter and suggested recommendations for improvement where necessary.

The Performance and Quality Team were currently reviewing the procedure for producing the statistical information received via this report and would be introducing changes over the next few months.

In terms of Culture and Leisure performance the following information was noted:-

- Percentage of letter from the public acknowledged within 3 working days, target 100% - Achievement 100%.
- Percentage of letters responded to from the public within 10 working days, target 100% - Achievement 88%. Recommendation:- A system of sending reminders when outstanding letters were approaching the deadline was in place and this was working well and an improvement was evident on previous quarters.
- % of telephone calls answered within 7 rings, target 90% - Achievement 74%. Recommendation:- Staff to ensure calls were diverted to another phone when they were not present, to ensure that teams were covered Monday – Friday 8:30 a.m. – 5:30 p.m. and Senior Managers to be informed where teams were continually failing to meet target.
- Appointment maximum waiting time of 5 minutes from agreed time, target 100% - EDS Achievement 95%. Recommendation:- Necessary to amend this information to reflect the performance of each Service Area as was done for the other targets and staff need to be reminded of the importance of receiving visitors promptly and within the five minute target set.

- Percentage of complaints acknowledged and responded to within timescales in the Corporate Complaints procedure, target 100% - achievement 100%.
- Percentage of complaints dealt with within timescale target 100% - Achievement 100%.

In addition to the customer care work involved as a result meeting the Customer Charter staff were also involved in Mystery shopping and customer care training for all new members of staff. Staff would also be involved in the Customer Service Excellence improvement plan which would shortly be launched.

The contents of the report were welcomed, but questions raised over the percentage number of telephone calls answered within seven rings with a target of 90% and whether the reported of 74% was correct.

The service improvements resulting from complaints from July to September, 2009 and action to be taken were noted, but questions raised over the feasibility of contacting all customers should a mobile library fail to turn up to its destination for whatever reason.

Resolved:- (1) That the contents of the report be noted.

(2) That consideration be given to the percentage number of telephone calls answered within seven rings calculation and for this to be re-assessed.

## **F72. CREDIT CRUNCH AND THE RECESSION - ROTHERHAM LIBRARIES RESPONSE**

Consideration was given to a report presented by Bernard Murphy, Manager, Library and Information Service, which set out how Rotherham's Library and Information Service provided support and information relevant to combating recession.

Rotherham Library and Information Service enjoyed borough-wide trust and affection as a neutral, friendly and welcoming source of information. Rotherham's libraries were often a first point of contact when people have a query or want information on anything. This was particularly pertinent in times of recession when sometimes people needed information/advice/guidance, but did not really know where to go to in order to get it.

Libraries have always been very strong at sign posting to other agencies and great at helping people to help themselves, at no cost, through use of our printed and online resources. The public libraries were increasingly recognised as free, local easily accessible community spaces. Most services offered were free or low-cost at the point of use and therefore,

were even more attractive to local people in times of recession.

Frontline staff have been trained to help provide one to one and group support to get unemployed people on-line. They support on-line job searches, CV writing/job applications through the People's Network and also run short IT courses that could help unemployed with their ICT skills.

Public libraries in Rotherham were essential services with the potential to empower, educate, transform and inspire individuals and communities in times of crisis, such as the present recession.

The Cabinet Member and Adviser were, therefore, asked if they had any ways of promoting the Library Service further during the recession, any comments would be welcomed.

Discussion ensued on the services provided by the libraries and the value of their role in the community and the ways in which this should be promoted.

Resolved:- (1) That the contents of the report be received and noted.

(2) That Rotherham's public libraries remain a central focus and channel for Rotherham's response to the recession.

(3) That Rotherham's public libraries be recognised as a key way of helping local people and local communities deal with the local and individual impacts of the recession.

(4) That a list of available services, in bullet point format, be made available for display in each library window.

**F73. EXCLUSION OF THE PRESS AND PUBLIC**

Resolved:- That under Section 100A(4) of the Local Government Act, 1972, the press and public be excluded from the meeting for the following item of business on the grounds that it involves the likely disclosure of exempt information as defined in Paragraph 3 of Part 1 of Schedule 12A to the Local Government Act (information relates to finance and business affairs).

**F74. GRANGE PARK GOLF CLUB LTD – LEASE EXTENSION**

Consideration was given to a report presented by Steve Hallsworth, Acting Director of Culture and Leisure, which presented the draft heads of terms relating to a proposed new lease agreement with Grange Park Golf Club Ltd.

The details of the key principles on which a new lease agreement could be negotiated were outlined.

Discussion ensued on the proposed annual rent, the excellent working relationship between the Golf Club and the Council and the process of negotiating the new lease agreement.

Resolved:- (1) That the Heads of Terms be approved.

(2) That a further report be submitted to the Cabinet Member for Cultural Services and Sport on the details of the new lease agreement.