

CABINET MEMBER FOR CUSTOMER SERVICES AND INNOVATION

**Venue: Town Hall, Moorgate
Street, Rotherham.**

Date: Monday, 16 April 2007

Time: 11.30 a.m.

A G E N D A

1. To determine if the following matters are to be considered under the categories suggested in accordance with the Local Government Act 1972.
2. To determine any item which the Chairman is of the opinion should be considered as a matter of urgency.
3. Apologies for Absence.
4. Minutes of the previous meeting held on 12th March, 2007 (copy attached) (Pages 1 - 5)
To consider the minutes of the last meeting and update any matters arising
5. Disability Discrimination Act 1995 and Service Provision From Police Stations (report attached) (Pages 6 - 12)
6. RBT Performance Update (report attached) (Pages 13 - 21)
To consider the attached report of the Chief Executive, RBT
7. Minutes of a meeting of the Procurement Panel (copy attached) (Pages 22 - 26)
To consider the minutes of the meeting of the Procurement Panel held on 15th March, 2007
8. Minutes of a meeting of the Communications and Marketing Group (copy attached) (Pages 27 - 34)
To consider the minutes of the meeting of the Communications and Marketing Group held on (i) 8th February 2007 and on (ii) 8th March 2007
9. Liaison with RBT
To consider any questions received from Elected Members
10. EXCLUSION OF THE PRESS AND PUBLIC
The following item is likely to be considered in the absence of the press and public as being exempt under Paragraph 3 of Part 1 of Schedule 12A to the Local Government Act 1972 as amended (information relating to financial affairs)

11. Minutes of a meeting of the E Government Board (copy attached) (Pages 35 - 41)

To consider the minutes of the meeting of the E Government Board held on 28 February 2007

**Date of Next Meeting:-
Date Not Specified**

**CUSTOMER SERVICES AND INNOVATION
12th March, 2007**

Present:- Councillor Wyatt (in the Chair) and Councillor Hodgkiss.

Apologies for absence were received from Councillors Burke and Jackson.

74. CAROL MILLS - STRATEGIC DIRECTOR OF CORPORATE SERVICES

The meeting placed on record its appreciation of the services of Carol Mills, Strategic Director of Corporate Services, who was leaving the Council at the end of March 2007 to take up a Chief Officer post with another local authority.

75. MINUTES OF THE PREVIOUS MEETING, HELD ON 12TH FEBRUARY, 2007

Consideration was given to the minutes of the previous meeting, held on 12th February, 2007.

Resolved:- That the minutes of the meeting held on 12th February, 2007, be approved as a correct record.

76. DISABILITY DISCRIMINATION ACT 1995 AND SERVICE PROVISION FROM POLICE STATIONS

Consideration of this item was deferred until the next meeting.

77. BEST VALUE PERFORMANCE INDICATOR (BVPI8)

The Strategic Director of Corporate Services submitted a report concerning Best Value Performance Indicator BVPI8 which measures the performance of the payment of undisputed invoice within thirty days. The report stated that current performance was below target. The reasons for under-performance were described, as well as the action being taken to correct the position.

Resolved:- That the performance of Best Value Performance Indicator BVPI8, as now reported, be noted and the current course of rectifying action be approved.

78. EXTENDING THE USE OF INTERACTIVE VOICE RESPONSE IN THE CONTACT CENTRE

Further to Minute No. 67(3) of the meeting of the Cabinet Member and Advisers for Customer Services and Innovation held on 12th February, 2007, the Strategic Director of Corporate Services submitted a report describing the proposal to implement Interactive Voice Response (IVR) software in the Rotherham Connect Contact Centres to deal with the high volume of calls received after the issue of the new Council tax bills. In

addition, the IVR system would be extended to include Streetpride services. The report stated that the IVR system had been piloted successfully during 2006 and described the way in which the service would be operated in respect of callers to Streetpride.

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

(2) That the use of the Interactive Voice Response (IVR) software for the Streetpride service and across all Contact Centre services where it is deemed necessary, be approved.

(3) That the IVR service shall have the facility to place up to three options, one of these being to continue to hold.

(4) That the extended use of the IVR service shall be monitored and a progress report submitted to Elected Members after three months' operation of the service.

79. RBT PERFORMANCE UPDATE

The Chief Executive, RBT, submitted a report on the progress and performance of RBT for January, 2007, highlighting:-

- Registration Online is live within the Registrars' Section;
- RBT cashiers take over half a million transactions by 31st January, 2007;
- the Payroll Team achieved 99.68% accuracy;
- the payroll accuracy service level agreement target is achieved for the ninth consecutive month;
- procurement savings ahead of schedule;
- Revenues and Benefits achieve three annual targets ahead of schedule.

The report included the Service overview for:-

- Customer Services/Public Access
- HR and Payroll
- ICT
- Procurement
- Revenues and Benefits
- Progress against Corporate Initiatives (Consultation/Complaints)

Reference was made to the action to be taken to address the under-performance in respect of Service Level Indicators HR17 (percentage of enquiries resolved by front-line HR advisors by telephone), RB02/BV09

(Percentage of Council Tax collected for the year), RB14/BV78(b) (time taken to process changes in circumstances) and RB08 (Number of benefit fraud investigations carried out per 1000 caseload). This latter indicator (RB08) was shortly to be withdrawn by the Government. It was noted that Revenues and Benefits had already achieved the annual contractual targets in respect of Service Level Indicators RB07 (number of prosecutions and sanctions per 1000 caseload), RB19 (number of claimants visited per 1000 caseload) and RB20 (number of annual claim interventions).

Discussion took place on the resource implications of the Rotherham Connect Customer Service Centres.

There were continuing discussions with Sandwell Metropolitan Borough Council about the intended shared service provision for procurement.

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

(2) That the Chief Executive, RBT prepare an article about the procurement service for publication in the Local Government Chronicle.

80. MINUTES OF A MEETING OF THE COMMUNICATIONS AND MARKETING GROUP

Consideration was given to the minutes of the meeting of the Communications and Marketing Group held on 11th January, 2007.

Resolved:- That the contents of the minutes be noted.

81. MINUTES OF A MEETING OF THE PROCUREMENT PANEL

Consideration was given to the minutes of the meeting of the Procurement Panel held on 12th February, 2007.

Resolved:- That the contents of the minutes be noted.

82. LIAISON WITH RBT

There were no issues to report.

83. 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 items of business on the grounds that they involve the likely disclosure of exempt information as defined in those paragraphs, indicated below, of Part 1 of Schedule 12A to the Local Government Act 1972, as amended.

84. PROCUREMENT CLIENT - COVER FOR MATERNITY LEAVE

Consideration was given to a report of the Strategic Director of Corporate Services concerning a proposal for an employee, who was retiring early on the grounds of redundancy, to return to the Council on a part-time basis, to cover the duties of the Procurement Client Officer who is on maternity leave.

Resolved:- That approval be granted for Mr. D.F., the former RBT Client Manager, to perform the duties of the Procurement Client Officer, for two days per week, during the period 1st April to 31st December, 2007.

(Exempt under Paragraph 1 of the Act – information relating to an individual)

85. CUSTOMER SERVICE PROGRAMME - REVIEW

Further to Minute No. 68 of the meeting of the Cabinet Member and Advisers for Customer Services and Innovation held on 12th February, 2007, consideration was given to a report of the Strategic Director of Corporate Services describing the potential impact of the Varney Review, the e-services national take-up programme and the Transformational Government agenda on the Council's own programme of developing the Customer Service Centres.

Discussion took place on the progress of the development of the new Customer Service Centres and the effects upon certain of the Council's existing service provision. The need to make changes to the Customer Service Centres programme was acknowledged.

Resolved:- (1) That a revision to the Council's Customer Services strategy be undertaken, in order to address the outcomes of the Our Future Group 5, the requirements of the Varney Review, the national take-up of e-services and Transformational Government programme.

(2) That the current continuation of the existing service provision and staffing arrangements at Wath Town Hall, with regard to Adult Social Services, be noted.

(3) That the development of a channel migration strategy and a Customer Relations Management strategy as a part of the Customer Access Strategy be approved.

(4) That the electronic service delivery toolkit be approved as the mechanism to inform transactions and aid future migration monitoring and efficiencies.

(Exempt under Paragraph 3 of the Act – information relating to financial affairs)

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
--

1.	Meeting:	Cabinet Member for Customer Services
2.	Date:	16th April 2007
3.	Title:	Disability Discrimination Act (DDA) and Service Provision from Police Stations
4.	Directorate:	Environment and Development Services

5. Summary

This report is a follow-up to the one received by Cabinet Member on 27th November 2006, which outlined Neighbourhoods position in relation to the DDA Service Plan target of ensuring “all customer service points are fully wheelchair accessible, with hearing loops, and comply with the Disability Discrimination Act by March 2007”.

That report raised issues in relation to the services provided from the Safer Neighbourhood Team (SNT) Offices. Although the majority of the SNTs are based in local Police Stations, rather than Council owned buildings, the Council is nevertheless providing a service from those buildings and needs to ensure adequate access to those services. This report provides an outline of what this means for the Neighbourhoods and Adult Services Directorate and South Yorkshire Police.

6. Recommendations

Cabinet Member is asked to:

- **NOTE THE CONTENT OF THIS REPORT**
- **AGREE THAT A MEMBER OF THE DIRECTORATE MANAGEMENT TEAM LIASE WITH SOUTH YORKSHIRE POLICE SERVICE IN RELATION TO THE ISSUES ARISING FROM THE ACCESS OFFICER’S AUDIT (OUTLINED IN ANNEX 1).**

7. Proposals and Details

The DDA and service provision

The DDA does not just address the responsibility of employers, but also addresses issues for those bodies providing services to the public, including the Police Service. From October 2004, service providers should have made improvements to the physical features of their premises to ensure that it is not unreasonably difficult for disabled people to use the services provided there.

All of these duties are underpinned by the concept of reasonableness, so factors such as the scale of the problem that is making it difficult for disabled people and the resources of the service provider would be significant factors to consider when deciding what course of action should be taken.

Issues were raised about the services provided by the SNTs following the DDA progress report received by Cabinet Member on 27th November 2006. Although the majority of the SNTs are based in local Police Stations, rather than Council owned buildings, the Council is providing a service from those buildings and needs to ensure adequate access to those services. This report aims to outline the implications for the Neighbourhoods and Adult Services Directorate and South Yorkshire Police.

What does this mean for the police service?

In practice, for the Police Service, the implication is that they should be giving consideration to:

- Ensuring information available to the public is accessible for disabled people;
- Providing meeting venues with adequate accessibility for disabled people
- Ensuring methods of contacting the police can be used by disabled people, including those with a hearing impairment;
- Having seating in the waiting area;
- Communication aids like an induction loop at the reception and in interview rooms, and;
- Communication support. For example British sign language interpreters, should be considered when you have to interview disabled people who require this.

From October 2004 the physical changes that might be required should also have been given due consideration. This will mean looking at physical access to police stations for a range of disabled people, including wheelchair users, but also people that are hard of hearing, have a visual impairment or a learning disability. Some issues are obvious - like looking at the front entrance to see if there is a way of providing step free access with wider doors that are easy to open. However other issues should be considered like the signage, counter height and whether improvements could be made to lighting. The Disability Rights Commission (DRC) would recommend that anyone considering improvements to physical access takes professional advice, and access auditors are usually best placed to provide this.

The DRC would emphasise that these duties apply only when an agency is providing services to members of the public or sections of the public - so the

court process itself for example would not be covered by this legislation and, at present, the duties would not apply in most situations where someone had been arrested.

SNT Offices

Although the majority of the SNTs are based in local Police Stations, the Council is providing a service from those buildings and needs to ensure adequate access to its services. In relation to service provision, **it is the service provider that is responsible for providing access to the service users not the landlord.** However, as South Yorkshire Police are themselves providing services from the offices shared by the SNTs, they have a duty to ensure reasonable access to the Police Stations in this instance.

The Police Stations, incorporating the SNT offices (Maltby, Rawmarsh, Wath, Main Street) would need to conform to the duties outlined above. Specifically, they would need to address the following basic criteria:

1. Is there car parking?
2. Is there level access from public transport?
3. Is there level or ramped access preferably with steps?
4. Is the reception accessible and with appropriate equipment e.g. Induction Loop?
5. Are the corridors wide enough?
6. Are any interview/meeting rooms accessible and with appropriate equipment?
7. Is information available in alternative formats?
8. Is contrast good between walls, floors etc?
9. Is appropriate seating available?
10. Are there accessible toilets available?
11. If any rooms are above ground level, is there an accessible lift provided?
12. Are there clear emergency routes with level access?
13. Are procedures in place for the above for employees and visitors?
14. Is there clear information and directional signage?
15. Are there reasonable alternatives should any of the above be a problem?

BVPI156, if the council uses that as its standard, does not consider points 2, 7, 8, 9, 11,12 and 13. It is important to note that discussions are taking place corporately regarding what standard should be used and the current position is that it will almost certainly be above BVPI 156. However, the timescale for this decision is, as yet, unclear.

8. Finance

There are no significant financial implications arising from this report. However, there would be significant financial implications should South Yorkshire Police request that the Council contribute to meeting the costs of any required works. It is therefore vital that the Directorate explores how South Yorkshire Police plan to address the required works and in what timeframe.

9. Risks and Uncertainties

Failure to address the DDA agenda within the context of SNT offices would almost certainly prevent the Directorates achievement of its service plan target of ensuring “all customer service points are fully wheelchair accessible, with hearing loops, and comply with the Disability Discrimination Act by March 2007”. However, it is likely that this agenda will be high on the Police Service’s agenda as a provider of services from its various local police stations. It is vital that there is effective liaison with South Yorkshire Police, to establish their plans to address the physical features of their premises to ensure that it is not unreasonably difficult for disabled people to use the services provided there.

10. Policy and Performance Agenda Implications

Recent inspections by the Audit Commission have consistently raised the issue of DDA compliance. Effectively addressing the DDA agenda relating to the services provided from the SNT offices will make a significant contribution towards the Service Plan Target, and place the directorate in a very strong position in relation to BVPI156 when compared to the council’s overall performance against this indicator.

11. Background Papers and Consultation

N/A

Contact Name:

Eric Stowe: Access Officer, EDS

eric.stowe@rotherham.gov.uk

Tel: (82)2842

SAFER NEIGHBOURHOOD OFFICES AND BV156 PERFORMANCE INDICATOR

These offices/locations presented a variety of problems and vary from excellent at Maltby to unbelievable at Dinnington. The issue here is about are they accessible to the public at all times: the ones in the police stations certainly, but the other ones were closed or only open at certain unadvertised times.

Maltby – Wentworth Valley Team

This office is in the new police station and does not fully meet even BV156 due to the location of one accessible toilet that does not allow sufficient turning room in front of the toilet and the lift has no voice indicator. The office also would not meet Part M 2004 as the ramp/path to the main entrance is extremely long with no resting places, no handrails and no signage from the accessible parking places. These spaces are not marked out correctly and have no signage and are too far from the main entrance. The internal doors are only 760 – 770mm and not 800mm as required in Part M, however, the meeting rooms are accessed by wheelchair users. The accessible toilets have no contrast and are white on white and the location of the upper toilet is virtually inaccessible to wheelchair users due to the turn required to access the door.

Dinnington – Rother Valley South

This was manned now and again apparently and it is in a really run down building that the public do not access. The office is moving to the new One Stop Shop.

Wharncliffe Place – Rotherham South

This is only manned either morning or afternoons and there is no signage to indicate when. The majority of contact is by telephone and if not direct is rerouted from the main police station. The office is accessible to wheelchair users via a ramp, however, the intercom needs to be lowered to 900mm and would then meet the basic BV156 standard for access. The problem here is signage for location and details of opening times.

Rawmarsh Police Station – Wentworth South

Once again access was difficult if we were members of the public. The facility does not fully meet BV156 as there was no Induction Loop fitted, no vision either side of internal doors and the accessible toilet required new handles, the flush handle lowered and the hand drier relocated.

Main Street – Rotherham North

Although not a requirement of BV156 the following have been raised:
An issue around car parking for disabled people as there is no parking in front of the building and no signage to indicate where any parking spaces are. A problem that was highlighted by a member of the public and confirmed during the visit was the ramp is out of sight if you approach from the town side and there is no signage to tell you it is there.

(The facilities meet BV156 for the public; however, the office for the Community police was slightly overcrowded and had a ratio of something like 1 cubic foot per person!).

Wath Police Station – Wentworth North Team

The position of this building makes it unlikely that any disabled person would visit as it is located on a very steep hill. There is one parking space for disabled motorists at the top of the hill. The signage for the location of the station and the parking is very poor. There is a ramp to the entrance but the layout of this and the steps are very interesting and do not meet any guidelines or standards.

Brinsworth Police Station – Rother Valley West

This is closed for refurbishment and a visit will be arranged on completion of the work.

**Minute No. 198 of Meeting of Cabinet Member for Neighbourhoods
Monday 5th February 2007**

Further to Minute No. 154 of 27th November, 2006, the Access Officer submitted a report on issues that had been raised with regard to services provided from the Safer Neighbourhood Team offices.

Although the majority of the SNTs were based in local police stations, the Council was providing a service from the buildings and needed to ensure adequate access to those services. In relation to service provision, it was the service provider that was responsible for providing access to the service users not the landlord. However, as South Yorkshire Police was providing services from the offices shared by the SNTs, they had a duty to ensure reasonable access to the police stations in this instance. Accordingly, the stations would have to conform to the duties set out in the report.

It had since been ascertained that, under the South Yorkshire Police's Equality Scheme, all their buildings would be fully inclusive and accessible and to a higher standard than that of BVPI156.

It was noted that the Safer Neighbourhoods Team Manager had had no involvement in the report or the visits to Offices. Discussion took place on Annex 1 which set out all the Safer Neighbourhood Offices and how/if they met BVPI156. Particular reference was made to the office accommodation situation at Dinnington and how it fitted in with the Council's Customer Services Strategy and Accommodation Strategy.

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

(2) That the Safer Neighbourhoods Team Manager liaise with South Yorkshire Police in relation to the issues arising from the Access Officer's audit as outlined in Appendix 1 of the report submitted.

(3) That further investigation take place of the office provision at Dinnington.

(4) That the report be referred to the Cabinet Member for Customer Services and Innovation and attention drawn to the different customer access and protocols of the various agencies going into a One Stop Shop.

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:	Customer Services & Innovation Cabinet Member
2.	Date:	16th April 2007
3.	Title:	RBT – Performance Update
4.	Programme Area:	RBT

5. Summary

The report presents the progress and performance of RBT for the period February 2007.

6. Recommendations

That the information in the report be noted

7. Proposals and Details

Highlights

Highlights for the period have been:

- Design Studio awarded HEART team of the year.
- Registrars manager runner-up for HEART Manager of the Year
- Successful Council Tax Direct Debit promotion run by Revenues and Benefits
- Payroll accuracy SLA achieved for tenth consecutive month
- Welfare Rights Officer wins a precedent setting appeal against the DWP
- First phase of Job Evaluation successfully implemented

7.1. Service by Service Overview

7.1.1. Customer Services / Public Access

Within Rotherham Connect activity continues around process mapping with work having re-commenced on the take on of Social Services and a recent request from Neighbourhoods to implement the adaptations service in advance of the timetable..

However, the main focus within Rotherham Connect, remains on the delivery of the existing services. As expected and highlighted since July 2006 the SLA's for calls answered within 15 seconds and abandoned calls to the contact centre were not met. However, there has been a significant improvement in both areas since the last reporting period, primarily due to call volumes reducing and a slight increase in staffing levels. As previously reported RBT SMT agreed to the recruitment of up to 10 FTE agency staff, of those interviewed 4.7 FTE agency staff were found to be suitable and are now fully effective and are currently call handling across Contact Centre services. In addition 4 FTE have been appointed (some temporary) across the contact centre to positions which do not require RMBC backfill. Further expressions of interest have been received from the advert on the intranet for the Customer Services Representative vacancies which require RMBC backfill with interviews to take place shortly. Unfortunately the 1 FTE who had been offered a position in January later declined the position. It is these vacant posts which continue to impact on the service and it is evident that filling these posts will have the biggest impact in relation to improving performance.

As agreed by Members the Contact Centre continues to be supported by Customer Service Centre (CSC) staff. However, occasionally these staff have had to return to the CSC for operational reasons.

In response and in recognition to the ongoing recruitment issues RBT have submitted a Change request to suspend financial penalties, and have now provided additional management information to the client in support of the change request.

As part of the Business Process Re-engineering for the Revenues and Benefits contact centre team, an action plan has been formulated to bring about service improvements with a view to reducing call abandonment rates. New process maps are to be adopted in service delivery. Training on these maps will be delivered to all

staff by the Service Development team over the next 3 months (training has had to be staggered due to year-end implications).

A pilot scheme within the Revenues and Benefits contact centre team to change the way we deal with reporting Housing Benefits Changes in circumstances is now complete. Evaluation of the pilot has demonstrated that it has successfully reduced call handling times and will therefore be adopted as working practice with effect from March.

The Waste Management Customer Advice Line, previously within Neighbourhoods, has been successfully transferred to the Streetpride golden number within the Rotherham Connect Contact Centre.

CSC recruitment continues to cause difficulties as three of the seven staff initially appointed to Dinnington have requested not to take up their posts however two of these positions have been filled from previously interviewed candidates with one in post from February and a second to join the service in March 2007. As previously agreed by Members the Dinnington CSAs are currently undergoing the Siebel and Contact Central training within the Contact Centre, staffing will be reduced across all CSC's whilst this agreement remains. The position of Team Supervisor has been re-advertised open to all RBT staff with 14 applications received and short listing and interviews to be held shortly.

The 'go-live' date for the Dinnington CSC was postponed to 10th April 2007 (from 31st March 2007). The number of booths at the Dinnington CSC is still under negotiation.

The Swinton CSC will shortly be accepting and checking forms and accepting payment on behalf of the Home Office for applications for British Citizenship, this service will commence once the official Stationary arrives from the Home Office.

The Registration ONline pilot is progressing successfully and all Registrars staff are now proficient in using the system. All connectivity issues are now resolved and the support of the RBT ICT service is appreciated during this time.

Five Registration Online 'learning days' are being hosted within the service allowing registrars from other local authorities to visit and see the system being used in a live environment before the national 'go live'. Feedback from these 'learning days' is proving very positive.

Finally it is worth noting that Arlene Sutton from the Welfare Rights Service has just won a precedence-setting appeal against the Department of Work & Pensions (DWP) which will help bereaved people on a low income across the country pay for the costs of funerals for their relatives. The case was where the DWP had refused support for transport costs for a young widow and her four children to her husband's funeral.

The Social Security Commissioner, a judge specialising in benefits law, agreed with what he called Arlene's "excellent written appeal submission" and ruled that the DWP must cover transport to the funeral as a separate cost in what he described as a "particularly tragic case". As well as helping the widow in question, the important outcome is that nationally welfare rights workers will be able to use this decision to make the DWP pay the correct amount in future claims for funeral payments.

7.1.2. HR and Payroll

Within HR & Payroll the emphasis remains on accuracy within Payroll, the Service Centre and the supporting teams.

Performance for February within the Payroll team around accuracy stood at 99.51% with 127 errors reported out of 25,817 payslips generated. This was a substantial increase over the 39 errors reported for January and is due to errors associated with phase one of Job Evaluation. However it is worth noting that the Payroll Accuracy SLA target of 99.50% has now been met for ten consecutive months. Overall payroll accuracy is dependant upon everyone involved complying with the process, and the client is working with HR & Payroll to encourage managers to do so.

Phase 1 of the Council's Job Evaluation (JE) agreement was implemented from 1 February 2007. Employees who had accepted the JE variation to contract were transferred to the new grading structure with arrears paid as appropriate. Since implementation there have been further developments relating to the roll out of phase one JE and it is expected that the level of change will continue to affect payroll output over the next few months. Payroll accuracy whilst high on the agenda may reduce due to the additional input now required in the analysis of pay. This work will continue into March as the second batch of employees who have accepted are transferred to the new Bands as well as all employees currently in receipt of a protective allowance. The additional workload due to the implementation of phase one of Job Evaluation will impact on the other work such as the submission of pension Form 9's. The team is endeavouring to allocate time to keep all other processes up to date but the main priority is to ensure employees are paid.

The transfer of School Crossing patrol employees to a monthly payment reached agreement during February with implementation for March.

In relation to SLA performance all targets were met or exceeded for February. Performance on SLA HR17 (percentage of enquiries resolved by front-line HR advisors over the telephone where the enquiry is not capable of being resolved through employee self-service including the intranet) is reported at 76.21% against the agreed temporary threshold target of 70%. The team handling enquiries have been complemented on the quality of their responses and are handling many more calls at first contact rather than passing them off to one of the other teams.

The announcement of successful appointments to roles within the new Service Centre structure has now been completed and this has lifted morale, however a number of people have applied for and been successful in gaining posts elsewhere in the Council. This has left the teams with a temporary shortfall in numbers which has needed to be filled with agency resource pending the implementation of on-line forms and new initiatives. However the teams have continued to be very committed and through hard work and determination have achieved all their SLA's this month. Call volumes increased as a result of the Job Evaluation exercise and extra resource was made available from the Service Centre Advice and Guidance team, who helped with the more complex enquiries.

The latest round of the Advice & Guidance team's popular "Manager HR Briefings", which commenced in January, was completed this month. The subject for these briefings was Recruitment and Selection, and included an update on a range of developments in this area. Intranet development work undertaken this month includes changes brought about by Job Evaluation implementation, recruitment and selection updates, and significant addition to the "Frequently Asked Questions"

pages. Work was also undertaken during February, in support of the Council's Chief Executive, in respect of the Recruitment of a new Assistant Chief Executive. Members of the team will be contributing to an Assessment Centre taking place early in March for this appointment.

7.1.3. ICT

The revised pricing structure is now agreed with the client for the Schools Support service and SIMS support/licensing. A letter will shortly be issued to Schools with the revised prices.

With regards to the ongoing Refresh issue RBT have now submitted a revised CR dealing with the proposed mini refresh. The ICT client has indicated that there will be a reduction in budget for next years' refresh, although no CR has been formally submitted. They have also indicated that they wish the refresh to be suspended after the mini-refresh is completed. This will have financial, operational and SLA performance implications for RBT. Older computers take significantly more support and maintenance which will consume most or possibly all of the clients anticipated saving on computer acquisition.

The majority of the new SLA targets are now being fully measured and all targets have been achieved for February. Work is still ongoing within the agreed timescales to monitor and baseline the remaining SLAs. The additional management information requirement requested by the Client Officer is also being currently compiled.

On a final positive note it is with great pride that I can report that The Design Studio has been awarded the RMBC Heart 'Team of The Year award' for their work on the 2006 Rotherham Show. This award follows on from them winning the Team of the Month Award in October 2006.

7.1.4. Procurement

The Procurement Service continues to work with the remaining two XML suppliers - Supplies Team and YPO. Within the scope of Transformation the changes we need them to make have been identified and they have been asked to re-send files for us to test. The selection process for the new agency staff master vendor has identified a preferred bidder. This bidder is most likely to deliver maximum benefit to P2P by eInvoicing through a procurement card approach.

The Procurement card project was moved from status "hold" to live during February. The pilot phase within EDS has been restarted and we are once again moving this forward. The plan is to complete this phase by early April 07.

With regard to Framework Agreements the final design has been agreed and user acceptance testing is almost complete. Training walk-through is planned for 9th March with P2P training being rolled out by Cedar on 12/13th March. Framework Agreements are planned to go live on 15th March with open agreements to be loaded on 16th March.

With regards to performance around the SLAs, the PR01 (percentage of catalogued goods or services delivered within the "lead times" displayed in the item file) target has dipped slightly this month; however, this target is currently under review.

It has been agreed by the Client and RBT that performance reporting on PR06 (Number of hours spent providing support to local suppliers to develop their ability to complete the pre tender questionnaire) will cease. The target was holding little value in terms of demonstrating a specific outcome and a discussion will now take place to determine a replacement measure. All other measures are confirmed as above target.

Performance on the Council's BVPI8 target of undisputed invoices paid within 30 days is reported for the month as 94% and it is highlighted that this historic issue in gaining commitment from Council Officers in the GRN process is essential to any further improvement.

Despite a number of 2010-based savings initiatives still stalling, the annual savings to date (excluding construction) remain ahead of target, although with increased pressure on directorates to eliminate non-essential expenditure it is likely that procurement savings will dip towards the end of the financial year. A one off construction saving was realised in January at £24,810.07. Bought in goods and services savings to January '07 (excluding construction) were £75k ahead of target at £1.782M

Contact has now been made through Sandwell Procurement regarding the intended shared service provision. Over the coming weeks, and leading up to contract signature, due diligence and baselining leading to 'As Is' and 'To Be' documentation continues. A BT project team is being built to complete these tasks and the first face-to-face meetings have now taken place.

7.1.5. Revenues & Benefits

Progress around the E-Benefits project continues and training within the CSC has been completed with all Customer Liaison Officers trained and an e-Benefits Champion nominated to provide ongoing assistance. All systems (e-Benefits and iWorld) are now compatible to facilitate the self-serve function on the RMBC website.

After targeted overtime since the New Year, work levels are being maintained. This puts the service in the right position for the run into the annual billing / new fiscal year start and the old year-end.

With regard to the SLAs, performance continues to be monitored closely on a monthly and in some cases weekly basis and SLAs remain on target with the following exceptions:

- **RB02 / BV09 (percentage of Council Tax collected for the year).**

The collection rate at end of Feb 2007 is 95.53%. We collected two percent of the collectable debt this month which equates to a half a percent increase for the same month in 2006.

As highlighted previously to members the stretching SLA target of 98% will not be achieved however, a range of recovery actions are scheduled in March 2007. In previous years recovery action would have been reduced or slowed down in March because of the annual billing schedule but we are continuing up to the financial year end in order to meet the aim for improved performance.

- **RB14 / BV78(b) – Time taken to process changes in circumstances.**

As the work levels have been maintained since the targeted overtime was completed and coupled with changes to workflow processes, the performance has significantly improved on this measure compared to last month (24.86 days in January reduced to 13.63 days in February). This now involves sifting work within two days of receipt, which reduces the delays in getting the appropriate information to process these changes.

- **RB08 – Number of benefit fraud investigations carried out per 1000 caseload**

Performance against this measure is still behind target as the Fraud Investigation Team have been successful in achieving its contractual targets against all other measures and as stated last month priority is being focused on bringing this measure within target. This involves commencing investigations on low-risk referrals which are unlikely to result in sanctions or prosecutions. This will also have a knock-on into next year as the ground work for successful cases would normally be ongoing but resources are now concentrating on achieving this measure. In view of this, investigations of low risk referrals are not a long term solution towards achieving this measure and alternative initiatives will be reviewed for 2007/08.

- **RB05 - Year end write-offs as a percentage of collectable debt**

The figure for February indicates that the service is slightly over target for 2006/07 and this is likely to be the case by the year end. Analysis shows that there has been an increase in write-offs for bankruptcies compared with last year.

Finally within Revenues it is pleasing to confirm that the Direct Debit take-up campaign that took place in February has attracted 2,076 additional payers to this method. There will be a further increase in Direct Debit applications when the annual bills are delivered in March as council taxpayers wait to know how much they are due to pay before applying.

7.2. Progress against Corporate Initiatives

7.2.1. Equalities

Corporate 'Train the trainer', phase 1 is complete. Phase two begins in May. Mark Leese has been put forward as the second Equalities Trainer for RBT.

The Level one e-learning Equality and Diversity training is now available to all staff. Corporately, the decision was made to push this out as a mandatory course. RBT staff are to have completed the course by the end of May, and the completion of the package is to be monitored.

7.2.2. Investors in People

Development areas are being strengthened, communications streamlined and made more relevant. Involvement with staff has been made higher profile. A Learning Management system, TUTOR is being developed to control and tighten evaluation of learning.

The RBT Consultation Steering group is still working on issues highlighted by RMBC's staff survey in 2006, with each representative having either completed or

about to complete their service sub-group. Once these are held, the feedback will provide RBT with an overview of the common issues, and allow for either RBT wide or service-specific action plans, to be put together to address the concerns. The actions will be publicised and celebrated.

RBT's annual staff survey will be issued in May.

7.2.3. Consultation/Complaints

Corporate Complaints – the base lining and development work continues with a staggered roll-out of the system, commencing with EDS closely followed by the other directorates to start from the beginning of April.

In terms of complaints, and reporting, we are currently in the final quarter of the year. Broad trends across the Council illustrate that the number of complaints continue to increase year-on-year, and this is also true of the services that RBT provides. The launch of the new system in the next fiscal year will allow for more timely performance reporting, as well as providing important information such as trend analysis, so that RBT and the rest of the Council can be more pro-active in addressing customer issues.

Looking specifically at RBT our performance on complaints, up to the end of the last quarter, is as follows:-

Complaints by stage (Apr – December 2006)

Stage 1	Stage 2	Stage 3	LGO	Total
86	5	1	0	92

Complaints received by category (Apr – December 2006)

Actions of staff	Quality of service	Lack of service	Delay in service	Costs of service	Lack of information	Other	Total
14	49	6	21	0	1	1	92

Complaints closed (Apr – December 2006)

Stage 1			Stage 2			Stage 3			Total
Not upheld	Upheld	Partially upheld	Not upheld	Upheld	Partially upheld	Not upheld	Upheld	Partially upheld	
48	22	14	3	1	1	1	0	0	90

Complaints closed within Council time scales (Apr – December 2006)

Stage 1	Stage 2	Stage 3	Cumulative % 1.04.06 – 31.12.06	Performance 1.04 – 30.09.06	% 2005 - 06
69 (of) 84	1 (of) 5	1 (of) 1	79%	80%	71%

As is illustrated performance up to the end of December, when compared to the performance for the first 6 months of the year, has fallen by 1%. The cumulative performance up until the end of December is still an improvement on the 2005 – 06

year end figure and RBT continues to be a positive contributor to the Council wide cumulative complaints performance statistic.

8. Finance

The contract with RBT includes a service-credit arrangement, the effect of which is that whenever any SLA target is not achieved, a calculation based on the amount by which the target was missed and a number of other factors, results in a decrease in the amount of service charge payable. In other words, there is a financial penalty for RBT as a direct consequence of its underperformance. A total of £23K has been deducted from the service charge to date, and further amounts disputed by RBT are under discussion.

9. Risks and Uncertainties

If RBT is unable to achieve the SLA targets in the contract, in particular where these are also BVPIs or other statutory PIs, alongside the importance of some of the services delivered by RBT (Revenues and Benefits, Procurement Service), this may impact on the council's CPA rating. There may also be a negative effect on the council's reputation and the perception of the RBT joint venture. Where there is underperformance, particularly where this is persistent or related to statutory PIs, the client team will work with RBT to develop action plans to redress the situation.

10. Policy and Performance Agenda Implications

The RBT contract exists to modernise council services to enable the delivery of the council's priorities. RBT's performance will impact on the CPA score and a number of service and corporate inspections. RBT has responsibility for delivering services including a number of BVPIs and LPI's

Contact Names:

Paul Broadberry, Chief Executive, RBT, X2414, paul.broadberry@bt.com

Jill Dearing, Service Leader, Performance & Improvement X 3367,
Jill-rbt.dearing@rotherham.gov.uk

Corporate Services



Meeting Minutes

Meeting Title	Procurement Panel
Date	Thursday 15th March, 2007
Start time	11.00 am
Venue	Committee Room 1, Rotherham Town Hall
Chair	Councillor Ken Wyatt

Attendees	Init	Programme Area
Ken Wyatt	KW	Councillor
Gerald Smith	GS	Councillor
Carol Adamson	CA	CEX
Elaine Alliot	EA	Voluntary Action Rotherham
Simon Bradley	SB	RBT Procurement Manager
Sandra Greatorex	SG	Voluntary Action Rotherham
Peter Hunter	PH	RiDO Investment Team
David Lisgo	DL	Neighbourhoods and Adult Services
Sarah M ^c Call	SM	Corporate Services
David Rhodes	DR	Environment & Development Services
Paul Smith	PS	Rotherham Construction Partnership
Laura Townson	LT	Children & Young People's Services

Apologies	Init	Programme Area
Gerald Stonebridge	RS	Councillor
Brian Barrett	BB	Environment & Development Services
Teresa Butler	TB	2010 Rotherham Ltd
Bob Crosby	BC	Neighbourhood Services
Lesley Dabell	LD	Voluntary Action Rotherham
Abi Dakin	AD	RBT
Tim Gollins	TG	Supporting People Manager
Gary Ironmonger	GI	2010 Rotherham Ltd
David Middleton	DM	2010 Rotherham Ltd
Carol Mills	CM	Strategic Director, Corporate Services
Ian Smith	IS	Director of Asset Management
Keith Thompson	KT	Corporate Services
Jeff Wharfe	JW	RiDO - Rotherham Partnership

Minutes		
Ref	Item or Action	Action Owner
16/07	<p>Minutes of Previous Meeting</p> <p>The minutes of the previous meeting of the Procurement Panel, held on Monday, 12th February, 2007, were agreed as a correct record.</p>	
17/07	<p>BVPI8 – Payment of invoices within 30 days (Goods Receivable Notification (GRN) - receipt of goods on a timely basis)</p> <p>The Procurement Panel noted that the performance in respect of BVPI8 had been improving recently. The performance levels would be monitored at each meeting of the Procurement Panel.</p>	SM
18/07	<p>Project Procedure - Progress</p> <p>The Procurement Panel welcomed David Burton (Consultant Project Manager, Environment and Development Services) who presented a report describing the progress of the revision of the existing capital projects procedure guide, which is to be re-named the 'Project Procedure'.</p> <p>The proposed procedure is an Investment Review and Approval process. It advises project and programme sponsors/leaders on what needs to be done to gain approval at the next 'Gate', rather than how to do it. It allows flexibility in managing projects by not prescribing a particular methodology and thereby allows generic use.</p> <p>The Project Procedure satisfies the requirements of Central Government by means of establishing a 'Best Practice' procedure (OGC Gateway Approval), answers CPA requirements by way of the Key Lines of Enquiry and also integrates with the Corporate Procurement Strategy.</p> <p>The Project Procedure, when adopted by the Council, will ensure that all projects and programmes are reviewed and approved at four critical stages within the project lifecycle. It is the intention that the process applies to all project/programmes; whether IT, business change, construction etc, and is proportionate to the associated complexity, profile or risk of each scheme.</p> <p>The Project Procedure forms an integral part of the Capital and Asset Management Strategies, Plans and Programmes and is part of a dynamic and continually evolving process.</p>	

	<p>The procedure will be reviewed and updated regularly to ensure that it fully supports the Corporate Plan and all Council Standing Orders and Financial Regulations.</p> <p>The Procurement Panel:-</p> <p>(a) commented that the Project Procedure must include the opportunity for the Council's scrutiny process to consider projects and programme;</p> <p>(b) subject to the comment at (a) above, approved the contents of the report;</p> <p>(c) asked that Panel members submit any further, detailed comments about the report directly to David Burton; and</p> <p>(d) thanked David Burton for his presentation.</p>	
19/07	<p>The Rotherham Compact</p> <p>Elaine Alliot (Voluntary Action Rotherham) gave a presentation about the development and operation of the Rotherham Compact. Reference was made to the following salient issues:-</p> <ul style="list-style-type: none"> - spreading the Compact across the voluntary and community sector; - the use of codes of practice; - the importance of public consultation and providing an explanation of the outcomes of the consultation process; - mediation and conflict resolution between the commissioning organisation and the service provider; - ensuring the use of plain language in contract documents. <p>The Panel thanked Elaine for the presentation.</p>	
20/07	<p>Sustainable Procurement</p> <p>David Rhodes referred to the recent publication by the Government of the National Action Plan for Sustainable Procurement. The implications of this National Action Plan would have to be assessed before updating both the Environmental Performance Questionnaire and the Supplier Guidance Notes on the Council's Procurement web site. Procurement Panel members would be asked to send their comments and suggested revisions of these documents</p>	

	<p>directly to David.</p> <p>David would be reporting further on these issues to the meeting of the Procurement Panel to be held on Monday, 14th May, 2007.</p>	DR
21/07	<p>Action Plan Update</p> <p>Sarah M^cCall drew the Panel's attention to the actions which were either amber or red and provided an update in respect of each one.</p> <p>Particular reference was made to:-</p> <p>APR4.02 – Environmental Standards written and communicated effectively – this issue was still in progress (refer to Minute 20/07 above).</p> <p>APR4.03 – review tendering processes to ensure elimination of barriers - the Procurement Panel asked Sandra Greatorex (Voluntary Action Rotherham) to give a presentation on this issue at the meeting of the Procurement Panel to be held on Monday, 14th May, 2007.</p>	SG
22/07	<p>Procurement Managers' Meeting – Terms of Reference</p> <p>The Procurement Panel agreed that the Procurement Managers' meeting should become the officers' steering group to the Panel and should have the following terms of reference:-</p> <ul style="list-style-type: none"> - to have its meetings one week before the meetings of the Procurement Panel and to review the Panel's agenda items; - to track the progress of the Action Plan; - to consider items referred by the Procurement Champions and to include them within the Procurement Panel's framework. 	
23/07	<p>Rotherham Construction Partnership – Phase 2</p> <p>Paul Smith referred to the imminent establishment of phase two of the Rotherham Construction Partnership, in accordance with the European Union rules, as the first phase of the Partnership had reached the end of its four years term.</p> <p>The Procurement Panel noted that all partnerships should ensure compliance with this European Union ruling.</p>	

Next Meeting		
Date	Monday, 16 th April, 2007	
Time	11.00 a.m.	
Venue	Town Hall, Rotherham	

Dates of Future Meetings

The dates for future meetings of the Procurement Panel were agreed as follows:-

Monday, 14th May, 2007 starting at 11.00 am

Monday, 18th June, 2007 starting at 11.00 am

Monday, 16th July, 2007 starting at 11.00 am

All actions to be completed prior to the next meeting unless otherwise stated.

ROTHERHAM METROPOLITAN BOROUGH COUNCIL**NOTES OF THE COMMUNICATIONS AND MARKETING GROUP
MEETING****THURSDAY 8th FEBRUARY 2007, COUNCIL CHAMBER AT THE TOWN
HALL****Present:**

Cllr Ken Wyatt, Cabinet Member for Customer Service and Innovation (Chair)
Anne Cocking, Performance and Service Improvement Manager, 2010
Rotherham Ltd
Tracy Godfrey-Davies, Administration Assistant, Corporate Communications
and Marketing, Chief Executive's
Clark Herron, Communications Manager, EDS
Tracy Holmes, Head of Corporate Communications and Marketing, Chief
Executive's
Emma Kirkwood, Human Resources Officer, Strategic HR
Graham Nicholson, Design Manager, RBT
Tom Sweetman, Project Manager, Neighbourhoods
Ceri Williams, Internal Communications Officer, CX

Apologies:

Veronica De'Ath, Information Manager, RBT
Paul Edwards, ICT Client Co-ordinator, Resources
Marie Hayes, Commercial & Promotional Services Manager, Culture and
Leisure
Emma Hill, Business Support Officer, EDS
Richard Jackson, Streetpride Area Manager, EDS
Dean Kerry, Communications Manager, Neighbourhoods
Alison Lilburn, Systems and Information Officer, CYPS
Damian Nightingale, Information, Governance, Sharing & Communications
Officer, Adult Social Services
Steve Pearson, Communications Manager, CYPS
Julie Roberts, Town Centre and Markets Manager

1. Welcome, Introductions and Apologies

Councillor Wyatt welcomed everyone to the meeting and invited
introductions around the table. Apologies were noted.

2. Notes of the last meeting

Discussed and agreed with the following matters arising:

- Tracy Holmes waiting for feedback on 'who's who guide'. Item
to be carried forward to next meeting.

- Tracy Holmes to ask Ann Todd to provide a briefing note on the progress of the International Indian Film Awards. Notes to be circulated to the group early next week.

Action: Tracy Holmes/Ann Todd

- Councillor Wyatt said that some work was being done to look at the issue of centralising marketing budgets currently held around the council. The Budget Issues Paper requesting specific financial support for the local authority marquee at Rotherham Show probably won't be approved.
- Tracy Holmes to clarify training in CMS for members of the press office team – ongoing.

3. 800th Anniversary of the Markets Charter

No-one from the Town Centre team was available to attend the meeting but an update had been provided to TH. The Town Centre team were to present a paper to Cabinet Member Delegated Powers meeting outlining a proposed events programme for 2007/08 which will cover the 800th Anniversary celebrations:

- 3 & 4 August – Medieval Market
- 6 August – Plant & Flower Festival Market
- 7 August – Tuesday Street Market
- 8 to 11 August – Festival Market
- 10 & 11 August – Charity Market
- 13 to 18 August – Rotherham by the Sea

For these events to take place, other events would need to be cut to provide the necessary budget.

Councillor Wyatt suggested that the use of the actual Charter could be an interesting feature of the celebrations and agreed to talk to Elenore Fisher in Libraries re archives.

Action: Councillor Wyatt

Clark Herron to pursue the possibility of a Royal visit to mark the anniversary with the Lord Lieutenant's office, in liaison with Julie Roberts.

Action: Clark Herron to follow up

4. Smokefree Rotherham

As of the 1st of July 2007 all enclosed public places will be smoke free. This initiative is being led by the PCT in partnership with RMBC and Rotherham Chamber. The Leader has requested that all communications/marketing activity relating to Smokefree Rotherham is channelled through the corporate team to ensure consistency and co-ordination of messages.

A Smokefree supplement in the July edition of Rotherham Council Matters may be considered. Internal awareness will be raised via the staff publication Unite and various manager and team briefings.

5. Rotherham Show – Planning for 2007

Members expressed disappointment that the budget position is still not clear and that a specific budget allocation may not be available. All members of the group involved in the Rotherham Show to be invited to attend the next meeting for early discussion on ideas for the show.

Anne Cocking informed the group that they had been offered a different location on the show ground, a lower site. They have provisionally accepted. Anne Cocking to update the group at the next meeting.

Action: Anne Cocking

Tracy Holmes to request update on the location of the horticultural space with Janet Fletcher/Marie Hayes.

Action: Tracy Holmes

6. Big Screen Update

The Big Screen partnership with the BBC is likely to be extended to April 2008, subject to elected member approval. Bernadette Burbridge, local BBC big screen manager, is currently also managing the Hull screen so will be split her time between the two sites. Jo Willis (BBC) will be supporting her during this time.

Bernadette to be asked to attend the next meeting to update the group. The press office to produce a press release to advertise the extension to the BBC contract, if approved.

Action: Tracy Holmes

Further ideas for publicity on the screen were discussed, including Fairtrade Fortnight (end of February to 10 March) and Local Elections – promoting voting, including postal voting

Ideas for making the rear of the screen more aesthetically acceptable were also discussed, possibly involving local schools/colleges.

7. Council Tax Leaflet – Advertising

TH updated the group on plans to produce an easier-to-read leaflet to be sent to all households with the Council Tax bill. Originally the leaflet was produced by an external company with income being generated by advertising.

This year the leaflet is being produced in-house with internal advertising offsetting the production costs. The Design Studio is producing the design and the artwork, and commissioning the print. The A5 leaflet has 16 pages, keeping production costs below £10k, but this will inevitably restrict the amount of space available for adverts.

The layout and content will be made more readable by simplifying use of figures and tables. Tracy Holmes to circulate PDF.

Action: Tracy Holmes

8. Network Update

TH and Rob Pett had attended the Local Government Association New Year media reception in London and had established some useful contacts in the local government press.

TH will attend the Local Government Yorkshire and Humberside Communications/PR Network meeting on Monday the 12th of February and report back to the group.

Action: Tracy Holmes

9. Any Other Business

- Rotherham Council Matters production timetables for 2007 were distributed to the group
- Tracy Holmes reminded the group that all members could submit agenda items
- RMBC is a joint sponsor of the first ever Young Athenian awards. Entry is open to boys and girls, 18 years and under. Tracy Holmes to forward copy of the flyer to all communication leads to publicise far and wide. Please note the short deadline – 28th February 2007.
- Anne Cocking informed the group that the 2010 newsletter 'Round Your Place' was currently being printed. Anne also wanted to note her thanks to the Design Studio for all their hard work.

- Rachael Ellis, the new Marketing and Communications officer for 2010 starts on Monday the 12th February. Rachel will be invited to join the group.

10. Date and Time of Next Meeting

The next meeting is scheduled for 8th March at 09.30am in the conference room at the Eric Manns building

ROTHERHAM METROPOLITAN BOROUGH COUNCIL

**NOTES OF THE COMMUNICATIONS AND MARKETING GROUP
MEETING**

**THURSDAY 8th MARCH 2007, CONFERENCE ROOM, ERIC MANN'S
BUILDING**

Present:

Clark Herron, Communications Manager, EDS (Chair)
Veronica De'Ath, Information Manager, RBT
Tracy Godfrey-Davies, Administration Assistant, Corporate Communications
and Marketing, Chief Executive's
Mark Evans, Customer Services Client, Corporate Services
Emma Hill, Business Support Officer, EDS
Damian Nightingale, Information, Governance, Sharing & Communications
Officer, Adult Social Services
Steve Pearson, Communications Manager, CYPS
Ceri Williams, Internal Communications Officer, CX

Apologies:

Paul Edwards, ICT Client Co-ordinator, Resources
Rachael Ellis, Communications Manager, 2010 Rotherham Ltd
Marie Hayes, Commercial & Promotional Services Manager, Culture and
Leisure
Tracy Holmes, Head of Corporate Communications and Marketing, Chief
Executive's
Dean Kerry, Communications Manager, Neighbourhoods
Emma Kirkwood, Human Resources Officer, Strategic HR
Alison Lilburn, Systems and Information Officer, CYPS
Graham Nicholson, Design Manager, RBT
Julie Roberts, Town Centre and Markets Manager
Tom Sweetman, Project Manager, Neighbourhoods
Cllr Ken Wyatt, Cabinet Member for Customer Service and Innovation

1. Welcome, Introductions and Apologies

Clark Herron welcomed everyone to the meeting. Apologies were noted.

2. Notes of the last meeting

Discussed and agreed with the following matters arising:

- Ceri Williams updated the group on the progress of the 'who's who guide'. Feedback had been received from several departments but still waiting for others. CW to bring report on progress to next meeting.

Action: Ceri Williams

- Progress of the International Indian Film Awards deferred to next group meeting.

Action: Tracy Holmes/Ann Todd

- Clark Herron commented on the issue of centralising marketing budgets currently held around the council. The budget at RIDO would be much the same as the previous year.

3. 800th Anniversary of the Markets Charter

Clark Herron confirmed the celebratory events programme would run from the 3rd to the 11th of August. Vital are producing the artwork.

CH to pursue the possibility of a Royal visit to mark the anniversary with the Lord Lieutenant's office, in liaison with Julie Roberts.

Action: Clark Herron to follow up

4. Electronic Discussion Forum

Damian Nightingale informed the group that a new forum for discussion could be found on the intranet. This new facility, created by Neighbourhoods and Adult Services had been running for a week and had already attracted 3 – 4 discussions.

DN to report back to the group on the positives/negatives of the service and the possibility of cascading to other directorates.

5. Local Campaign Promoting E-Services – Mark Evans

Deferred to next meeting.

6. Smokefree Rotherham

Deferred to next meeting.

7. Rotherham Show

Veronica De'Ath to ask Graham Nicholson to bring last year's artwork to the next meeting to discuss any changes required for this year's show. Changes would need to be made to logos, and Programme Areas would need to be changed to Directorates.

Action: Veronica De'Ath/Graham Nicholson

8. Network Update

Deferred to next meeting

9. Any Other Business

Ceri Williams reported on the Turnout TV campaign. All local authorities in South and West Yorkshire have joined forces and are sharing resources to produce a TV advert encouraging people to vote in the local elections. Filming has been completed and the finished advert will screen in April and May up to Election Day in YTV region. Kirklees Council Design Studio has produced some promotional artwork which can be adapted for local campaigns by putting a different logo in. Ceri showed examples of the designs for comment by those present. There would probably be a regional launch of the campaign in April and a local launch for Rotherham media could be arranged separately.

Action: Ceri Williams/Tracy Holmes to discuss local publicity needs with electoral services

Clark Heron raised concerns over the difficulty in accessing Emergency Plan information on the website and whether it would be possible to have this on the front page. Veronica De'Ath responded that yes it was technically possible but along with other requests the decision lies with the Council. Veronica also explained the situation with the Council strategic website post and that the issue had been discussed at the Public Access Board. As a result the issue of strategic direction for the website is to be included in a report being prepared by Strategic Partnerships – Client Services under the direction of Mark Evans, the report will be presented to the SMT. Clark Herron asked for Paul Edwards (ICT) to be invited to the next meeting to discuss website issues.

Action: Tracy Godfrey-Davies

10. Date and Time of Next Meeting

Thursday the 12th of April at 9.30am in room two at the Town Hall.

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

Document is Restricted