

## CABINET MEMBER FOR SUSTAINABILITY AND INNOVATION

Venue: Town Hall, Moorgate  
Street, Rotherham.

Date: Monday, 30 July 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 11th June 2007 (Pages 1 - 2)  
To consider the minutes of the previous meeting and update any matters arising
5. Corporate Complaints Report 2006-07 (Pages 3 - 22)
6. RBT Performance Update (Pages 23 - 31)
7. Commitment to the Nottingham Declaration on Climate Change (Pages 32 - 35)
8. Rothercard Scheme (Pages 36 - 41)
9. Minutes of the Meeting of the Procurement Panel (Pages 42 - 45)  
To consider the minutes of the meeting of the Procurement Panel held on 25<sup>th</sup> June, 2007
10. Minutes of Meetings of the Communications and Marketing Group (Pages 46 - 54)  
To consider the minutes of the meeting of the Communications and Marketing Group held on (a) 10<sup>th</sup> May, 2007 and (b) 4<sup>th</sup> June 2007
11. Liaison with RBT  
To consider any questions received from Elected Members
12. 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 Paragraph 3 of Part I of Schedule 12A to the Local Government Act (information relating to the financial or business affairs of any person (including the Council)).

13. RBT Risk Management (Pages 55 - 64)

14. Date and Time of Next Meeting - Monday 10th September 2007 at 11.30 am

**SUSTAINABILITY AND INNOVATION**  
**11th June, 2007**

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

An apology for absence was submitted from Councillor Hodgkiss.

**1. MINUTES OF THE MEETING OF THE CABINET MEMBER AND ADVISERS FOR CUSTOMER SERVICES AND INNOVATION HELD ON 21ST MAY, 2007**

The minutes of the former Cabinet Member for Customer Services and Innovation held on 21<sup>st</sup> May, 2007, were noted.

**2. DISABILITY DISCRIMINATION ACT AND SERVICE PROVISION FROM POLICE STATIONS**

In accordance with Minute No. 198 of the 5<sup>th</sup> February, 2007, Cabinet Member for Neighbourhoods meeting, the Access Officer, EDS, submitted a report raising issues in relation to the services provided from the Safer Neighbourhood Team offices. Although the majority of the SNTs were based in local police stations rather than Council-owned buildings, the Council was providing a service from those 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 and not the landlord. However, as South Yorkshire Police were themselves providing services from the offices shared by the SNTs, they had a duty to ensure reasonable access to the police stations in this instance.

Concern was expressed with regard to a number of police stations where the SNTs were based but were inaccessible to members of the public. If the intention was to use a police station purely as an office base for SNT officers and the public not expected to visit, then clear information should be in place as to how the service could be accessed.

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

(2) That a meeting be convened as soon as possible between the Cabinet Member and Advisers, the Cabinet Member for Neighbourhoods, Police Authority representatives, South Yorkshire Police and the Strategic Director of Neighbourhoods and Adult Services to discuss Safer Neighbourhood Team accommodation.

**3. RBT PERFORMANCE UPDATE**

The Director of Performance and Improvement submitted a report on the progress and performance of RBT for the period April, 2007, highlighting:-

- RBT Annual Awards evening
- Public Access programme identified as a significant priority workstream within the contract re-negotiation
- Dinnington Customer Service Centre opened 10<sup>th</sup> April, 2007
- All Contact Centre SLAs met
- Interactive Voice Recognition developments for pilot in Streetpride
- Swinton Nationality Checking Service
- 100% performance on ICT SLAs
- BVP18 97%

In addition, reference was also made to:-

- Customer Services/Public Access
- HR and Payroll
- ICT
- Procurement
- Revenues and Benefits
- Equalities and Diversity
- Investors in People
- Consultation/Complaints

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

(2) That a report be submitted on the Corporate Comments, Compliments and Complaints system.

(3) That a report be submitted to the next meeting on the Internal Risk Register.

#### **4. MINUTES OF THE MEETING OF THE PROCUREMENT PANEL**

Consideration was given to the minutes of the meeting of the Procurement Panel held on 14<sup>th</sup> May, 2007.

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

#### **5. LIAISON WITH RBT**

There were no issues to report.

#### **6. REGISTRATION SERVICES - NEW FEES FOR STATUTORY AND NON-STATUTORY SERVICES**

Resolved:- That this item be deferred to a future meeting.

<b>ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS</b>
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<b>1. Meeting:</b>	<b>Cabinet Member for Sustainability and Innovation</b>
<b>2. Date:</b>	<b>30<sup>th</sup> July, 2007</b>
<b>3. Title:</b>	<b>Corporate Complaints Report 2006-07</b>
<b>4. Directorate:</b>	<b>Financial Services on behalf of all</b>

**5. Summary**

This report provides details of the complaints received and handled during 2006-07, and outlines the approach to be taken to improve the management of complaints across the Council and 2010 Rotherham Ltd.

**6. Recommendations**

**Members are asked to:**

- a) **Note the report and the statistics on Complaints Management for 2006–07.**
- b) **Note the action plan at Appendix C, in particular the proposed joint Member and Officer review of the complaints process and procedures that is to be undertaken.**

## 7. Proposals and Details

The corporate report for complaints for 2006-07, has been produced for the last time using the data provided by all Directorate Complaints Officers from their different recording systems. A summary of the key points from the analysis is provided here with full details of the performance achieved by Directorate over the year shown in Appendix A, with the lessons learnt from the complaints received shown in Appendix B.

Future reports on complaints will be derived from the new corporate system that went live at the beginning of June and which is integrated with the Council's CRM system. This will make it easier to performance manage complaints across the Council.

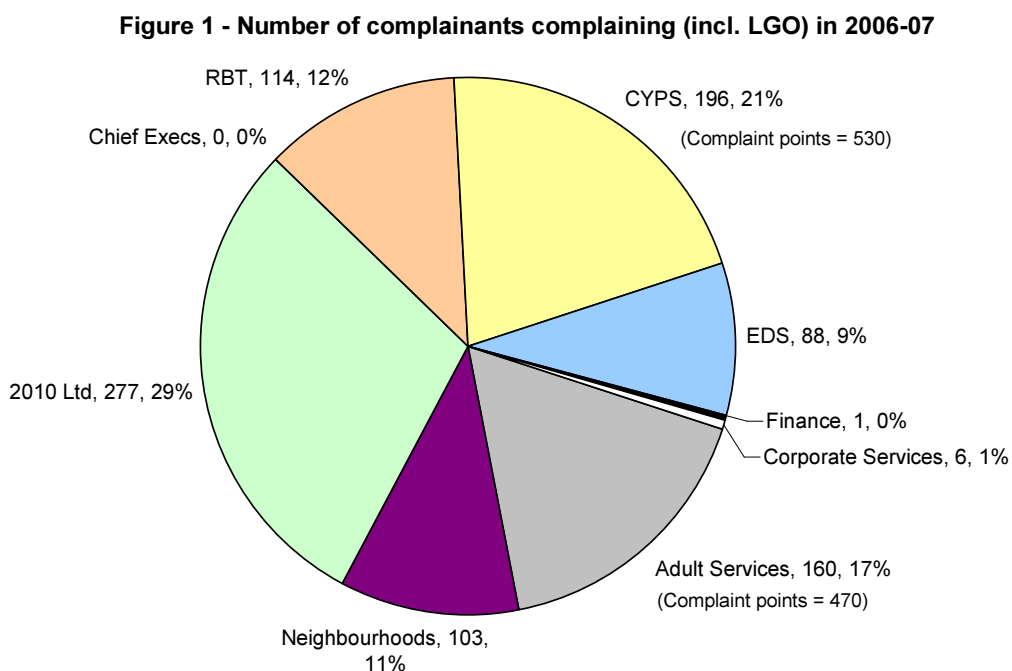
Further work is being considered to link the corporate system with Surgery Connect to provide a holistic view of a customer's interaction with the Council. This will become more and more important as the Council becomes reliant on the richness of its customer insight information in shaping services in the future.

Finally, following the recent publication of the Local Government Ombudsman's (LGO) provisional year end statistics for Rotherham, a performance clinic has been held to help to identify what actions are needed to address the continuing under achievement in being able to meet the Ombudsman's target to respond to their first enquiry letters.

### 7.1 Analysis of Complaints received in 2006- 07

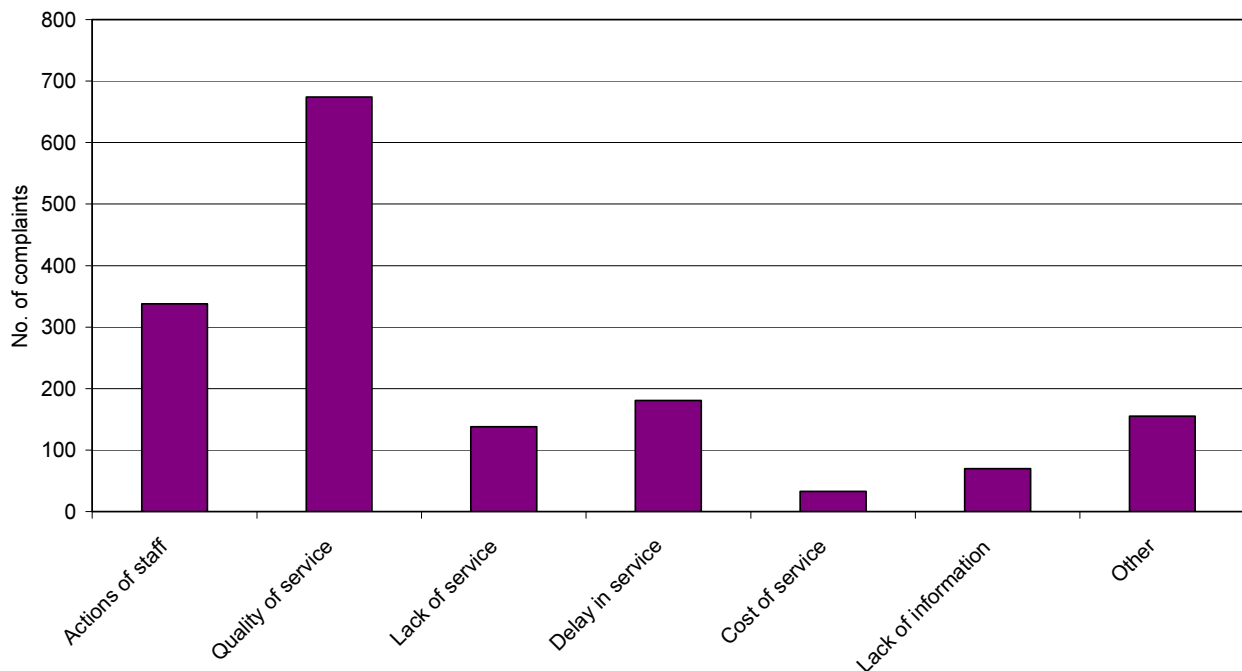
The following analysis provides a summary view of performance in managing complaints over the year, and more detailed data by individual Directorate is contained in the tables at the end of the report.

Figure 1 shows a breakdown of the 945 complainants making the 1,589 complaints (including 27 LGO referrals) over the year. This shows that the majority of the complainants made complaints in relation to Neighbourhoods/2010 Rotherham Ltd services, accounting for a combined total of 40% of all complainants.



However, when taking into account individual complaint points which is felt more representative of the issues raised by customers, Adult Services and CYPS accounted for the majority.

**Figure 2 - Complaints received by category (incl. LGO)**



Most complaints were around Quality of service 674 of 1589 (42%), followed by Actions of staff 338 of 1589 (21%) and Delay in service 181 of 1589(11%). Refer to Table 2 within Appendix A for a breakdown by Directorate of the complaint categories.

## 7.2 Comparison with the 2005–06 figures

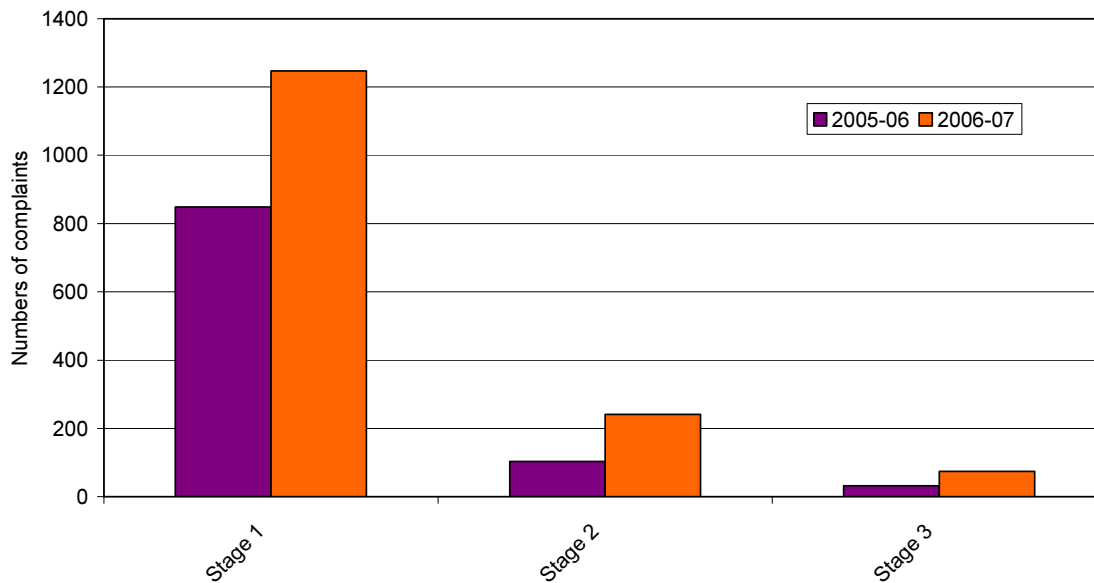
There was a general increase in the number of people complaining since last year but it is felt that the 2005-06 figures were exceptionally low. While the number of complaints regarding the quality of service went up, most of this increase was due to individuals submitting more complaints. For example, the closure of one lunch club and one particularly unhappy complainant have had a significant influence on the number of complaints received.

In addition, it is possible that as complaints staff became more experienced over the year, they have become more robust in identifying all the issues that need to be dealt with and more effective at passing issues to relevant managers. Locally this is encouraged since it provides greater scope for identifying and remedying issues causing customer dissatisfaction before they escalate.

The graph in Figure 3 shows the 2 year comparison of complaints by stage and highlights that there was a 59% increase in the total number of Stage 1, 2 and Stage 3 complaints received in 2006–07 (1562), when compared to 2005-06 (983).

This increase is principally due to increases in Adults Services and CYPS. Adult Services reported an increase of 75% (2006–07 = 469 complaint points whilst 2005–06 = 268 complaint points). CYPS reported an increase of 158% (2006–07 = 524 complaint points, whilst 2005–06 equalled 203).

Figure 3 - Complaints by stage



Caution must be placed on the 2005–06 figures as this was based on complainants as opposed to complaint points. CYPS have only been responsible for declaring their own performance since 1<sup>st</sup> April 2006 and are unable to convert the previous data into complaint points. When the figures for complainants are compared the result is more favourable, and actually shows a net fall of 13 complainants. The table below identifies this across the three complaint stages managed by the Council.

<b>Number of complainants managed by the Council (excludes LGO referrals)</b>			
<b>Stage</b>	<b>2005 – 06</b>	<b>2006 – 07</b>	<b>Difference</b>
Stage 1	191	172	-19
Stage 2	10	15	+5
Stage 3	2	3	+1
<b>Total</b>	<b>203</b>	<b>190</b>	<b>-13</b>

Other reasons for the increase in CYPS are that following the creation of the CYPS directorate an increased focus has been placed on handling complaints, which has included targeted training. The anecdotal evidence of this is that more complaint issues are being identified and registered – factors which were missed in previous complaints reporting.

Reasons for the increase in Adult Service/factors to consider are that 468 Stage 1, Stage 2 and Stage 3 complaints were submitted by 159 customers. In addition, 137 of the additional 153 complaints concerned either Quality of Service or actions of Staff.

On closer examination 32 complaints regarding the action of staff were submitted by 3 people. One person submitted 20 complaints about the in House Home Care Service, but only three further complaints were received about this service in the year. One person submitted 23 complaints regarding quality of service, all of which were connected with the closure of a lunch club. The figures therefore are particularly skewed by a tiny minority of complainants submitting an unusually high number of complaints.

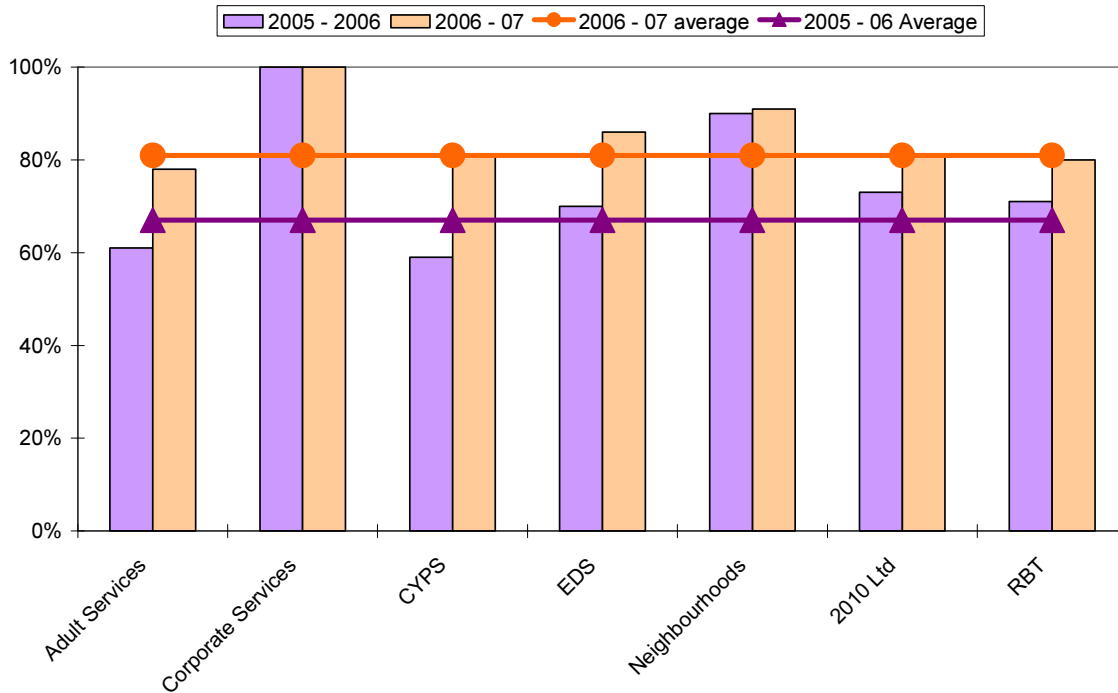


### 7.3 Complaints closed in 2006–07

Overall complaint performance has increased with 1,447 or 81% of complaints closed in the year compared with 67% last year. Figure 4 highlights performance by individual Directorate.

Key to this improvement has been local initiatives following the 2005–06 results, as well as amendments being made to the legislative social care complaints that have been a key enabler in the improvement in CYPS and Adult Services.

Figure 4 - Percentage of complaints closed within time for 2005-06 and 2006-07



Other points to note are:

- 16% of all complaints were upheld.
- 9% of all complaints were partially upheld over the period.
- Thereby 25% of all complaints were either upheld in full, or in part.

However, the Council should be concerned with the analysis of Table 3 in Appendix A which highlights that 52% of all Stage 2's were upheld (in part or in full). This is an important area to review as the Council may have lost the opportunity to deal with these at Stage 1. Therefore, there is a need for Directorates to evaluate the reasons for this high percentage.

In addition, there is a concern at the large number of Stage 2 complaints (41%) and Stage 3 complaints (48%) that are closed outside of time as highlighted in Table 4 in Appendix A.

#### **7.4 Local Government Ombudsman complaints**

From the LGO's Provisional Statistics **no reports of maladministration have been issued** against RMBC – this is the top-level evidence that our complaints procedure is working effectively.

Nevertheless, responses to the LGO improved by an average of 1.1 calendar days (34.7 calendar days in 2006–07, as opposed to 35.8 calendar days in 2005–06), although this is still outside of the 28 calendar day target that is set for responding to first enquiry letters, and is therefore a concern to the Council.

The results are based on the Ombudsman's provisional statistics. Table 5 in Appendix A highlights the difference in categorisations between the LGO and RMBC. Since the provisional statistics were published a number of local initiatives have been introduced:

- Complaints performance clinic held.
- LGO agreement to forward complaints data by e-mail and to accept responses by the same method.
- Agreement that the Assistant Chief Executive can quality assure and sign off directorate responses to the Ombudsman.

Further initiatives are also planned:

- Local records of LGO referrals, including identifying which complaints are 'first enquiries' – through closer liaison with the LGO.

#### **7.5 Taking Complaints Management Forward**

Following the Performance Clinic that was held on 9<sup>th</sup> May 2007, on Complaints Management a Year Ahead Commitment for 2007-08 was included to improve complaints handling, in particular LGO complaints. So far an action plan has been developed and is attached at Appendix C.

The next key action to address the Year Ahead Commitment is for a joint Member and Officer Group to undertake a fundamental review of the complaints process and procedures with the objective that qualitative improvements are also introduced, for example, to the general Member and Officer guidance, particularly around Stage 2 and Stage 3 complaints.

### **8. Finance**

The development cost of the corporate system into the CRM has been met through the Corporate ICT Capital Programme.

### **9. Risks and Uncertainties**

A lack of continued focus in how complaints are managed, in particular those from the Local Government Ombudsman, may impact on future assessments and could raise the likelihood of a negative report from the Local Government Ombudsman.

Future developments to the corporate system as well as updating and printing the complaint form and officer guides will require to be funded. How this is best achieved will form a part of the proposed review of the processes and procedures that currently operate in order that an informed decision can be made.

## **10. Policy and Performance Agenda Implications**

The area of complaints was a key focus in the last CPA Inspection, and inspectors were keen to see developments moving forward.

## **11. Background Papers and Consultation**

Notes from the Performance Clinic held on 7<sup>th</sup> May 2007.

### **Contact Name:**

**Andrew Bedford**, Strategic Director, Financial Services ext 2004.

**Mark Evans**, Customer Services Client Manager, Transformation & Strategic Partnerships ext: 6540.

## Performance Statistics for the period 01/04/06 TO 31/03/07

Table 1 – Total complaints received (including LGO referrals)

Programme Area	Stage 1	Stage 2**	Stage 3**	LGO**	Total
Adult Services*	355 complaint points (144 customers)	83 complaint points (11 customers)	31 complaint points (4 customers)	1	<b>470</b> <b>(160 customers)</b>
Chief Execs	0	0	0	0	<b>0</b>
Corporate Services	6	0	0	0	<b>6</b>
CYPS*	399 complaint points (172 customers)	101 complaint points (15 customers)	24 complaint points (3 customers)	6	<b>530</b> <b>(196 customers)</b>
EDS	66	11	4	7	<b>88</b>
Finance	1	0	0	0	<b>1</b>
Neighbourhoods	81	7	6	9	<b>103</b>
2010 Ltd	235	32	8	2	<b>277</b>
RBT	104	7	1	2	<b>114</b>
<b>RMBC</b>	<b>1247</b> <b>(809 customers)</b>	<b>241</b> <b>(83 customers)</b>	<b>74</b> <b>(26 customers)</b>	<b>27</b> <b>(27 customer referrals)</b>	<b>1589</b> <b>(945 customers)</b>

\* CYPS and ASS register individual complaint points, unlike the other RMBC directorates / 2010 Rotherham Ltd who report back on the numbers of complainants

\*\* Stage 2, Stage 3 and LGO complaints are usually the same issues that have escalated through the Complaints Procedure, either within the same calendar year or rolling over from the previous period.

**Table 2 – Complaints received by category**

Programme Area	Actions of staff	Quality of service	Lack of service	Delay in service	Cost of service	Lack of information	Other	Total
Adult Services	128	157	54	57	22	26	26	<b>470</b>
Chief Execs	0	0	0	0	0	0	0	<b>0</b>
Corporate Services	2	1	0	0	0	1	2	<b>6</b>
CYPS	90	277	20	2	9	22	110	<b>530</b>
EDS	41	23	18	2	0	3	1	<b>88</b>
Finance	0	0	0	0	0	0	1	<b>1</b>
Neighbourhoods	21	38	14	14	1	9	6	<b>103</b>
2010 Ltd	35	120	25	83	1	6	7	<b>277</b>
RBT	21	58	7	23	0	3	2	<b>114</b>
<b>RMBC</b>	<b>338</b>	<b>674</b>	<b>138</b>	<b>181</b>	<b>33</b>	<b>70</b>	<b>155</b>	<b>1589</b>

**Table 3 – Overall complaints closed**

Programme Area	Stage 1			Stage 2			Stage 3			Total
	Closed	Closed Upheld	Closed Partially upheld	Closed	Closed Upheld	Closed Partially upheld	Closed	Closed Upheld	Closed Partially upheld	
Adult Services*	282	N/A	N/A	34	29	15	5	1	2	<b>368</b>
Chief Execs	0	0	0	0	0	0	0	0	0	<b>0</b>
Corporate Services	5	1	0	0	0	0	0	0	0	<b>6</b>
CYPS*	379	N/A	N/A	58	46	26	8	8	8	<b>533</b>
EDS	38	17	11	7	2	1	1	0	2	<b>79</b>
Finance	0	1	0	0	0	0	0	0	0	<b>1</b>
Neighbourhoods	56	7	5	3	2	2	2	1	2	<b>80</b>
2010 Ltd	119	86	27	18	5	8	5	0	2	<b>270</b>
RBT	61	23	17	6	1	1	1	0	0	<b>110</b>
<b>RMBC</b>	<b>940</b>	<b>135</b>	<b>60</b>	<b>126</b>	<b>85</b>	<b>53</b>	<b>22</b>	<b>10</b>	<b>16</b>	<b>1447</b>

\* CYPS and ASS record the individual complaint points, and do not uphold stage 1 customer complaints. This is inline with social care legislation which is geared toward remedy and resolution.

**Table 4 – Complaints dealt with within complaint procedure timescales**

<b>Programme Area</b>	<b>Stage 1</b>	<b>Stage 2</b>	<b>Stage 3</b>	<b>Total</b>	<b>Cumulative % 1.04 – 31.03.07</b>	<b>% 2005-6</b>
Adult Services	231 of 282 complaint points (122 of 144 customers)	57 of 78 complaint points (8 of 11 customers)	0 of 8 complaint points (0 of 4 customers)	288 of 368 complaint points (130 of 159 customers)	78%	61%
Chief Execs	N/A	N/A	N/A	N/A	N/A	N/A
Corporate Services	6 (of) 6	N/A	N/A	6 (of) 6	100%	100%
CYPS	363 (of) 379 complaint points (126 of 135 complainants)	55 (of ) 130 complaint points (8 of 15 complainants)	9 (of) 24 complaint points (1 of 3 complainants)	427 (of) 533 complaint points (135 of 155 customers)	81%	59%
EDS	55 (of) 66	10 (of ) 10	3 (of) 3	68 (of) 79	86%	70%
Finance	1 (of) 1	N/A	N/A	1 (of) 1	100%	N/A
Neighbourhoods	61(of)68	7 (of) 7	5 (of) 5	73 (of) 80	91%	90%
2010 Ltd	189(of)232	24(of)31	7(of)7	220 (of) 270	81%	72%
RBT	85 (of) 101	2 (of) 8	1 (of) 1	88 (of) 110	80%	71%
<b>RMBC</b>	<b>991 (of) 1135</b>	<b>155 (of) 264</b>	<b>25 (of) 48</b>	<b>1171 (of) 1447.</b>	<b>81%</b>	<b>67%</b>

**Table 5.1 - LGO Categorisation of the First Enquiry Letters**

LGO Categories	Total number of first enquiry letters	Average No of calendar days to respond*
Adult Care Services	3	59.7
Benefits	1	29
Children and family Services	1	24
Education	3	27
Housing	5	33.8
Other	5	36.4
Planning & Building Control	4	26.5
Public Finance	1	29
<b>Total</b>	<b>23</b>	<b>34.7 days**</b>

**Table 5.2 - RMBC Categorisation of the First enquiry letters**

RMBC Categories	Total number of first enquiry letters	Average No of calendar days to respond*
CYPS	6	38.7
EDS	6	33.2
Neighbourhoods	6	36.4
2010 Ltd	3	39
RBT	2	29
<b>Total</b>	<b>23</b>	<b>34.7 days**</b>

\* The LGO target is 28 calendar days and recorded from the date of dispatch to the date of return

\*\* This figure is the average of all first enquiry letters, and based on the statistics produced by the Local Government Ombudsman.

**Table 5.3 – RMBC Performance in comparison to other local authorities**

Type of authority	<=28 days %	29 – 35 days %	>=36 days %
District Councils	49.4	23.4	27.2
Unitary Authorities	28.2	37	34.8
Metropolitan Authorities	36.1	47.2*	16.7
County Councils	44.1	32.4	23.5
London Boroughs	36.4	33.3	30.3
National Park Authorities	66.7	33.3	0

\* Denotes RMBC performance achievement band

**Table 5.4 – Decisions for 2006-07 (including any decisions rolled over from previous year)**

<b>Programme Area</b>	<b>Awaiting decision</b>	<b>Maladministration with injustice.</b>	<b>Local settlement</b>	<b>Maladministration</b>	<b>No mal-administration</b>	<b>Ombudsman discretion</b>	<b>Outside jurisdiction</b>	<b>Total</b>
Adult Services	1	N/A	N/A	N/A	N/A	N/A	N/A	1
Chief Execs	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0
Corporate Services	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0
CYPS	1	N/A	4	N/A	1	1	1	8
EDS	2	N/A	2	N/A	6	2	2	14
Finance	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0
Neighbourhoods	1	N/A	3	N/A	14	2	2	22
2010 Ltd	N/A	N/A	2	N/A	3	N/A	N/A	5
RBT	N/A	N/A	N/A	N/A	2	1	N/A	3
<b>RMBC</b>	<b>5</b>	<b>N/A</b>	<b>11</b>	<b>N/A</b>	<b>26</b>	<b>6</b>	<b>5</b>	<b>53</b>

**Note:** The figures in Table 5.4 above differ from those in Tables 5.1 and 5.2 since it includes all complaints referred/handled by the Ombudsman, with the exception of premature complaints (which are handled and reported through the RMBC Complaints Procedure), as opposed to the first enquiry referrals for the period.

In addition, the table includes information for complaints where the LGO has made a decision in 2006 – 07, whereas RMBC dealt with the complaint in 2005 – 06, and as a result will have been include in the previous years annual reporting of complaints.



<b>Service Improvements Resulting from Complaints</b>			
<b>Directorate</b>	<b>Issue</b>	<b>Recommendation</b>	<b>Action</b>
Adult Services	A number of issues relating to missed calls in homecare and Adult Protection in residential went directly to contracts section. The issues were not always being picked up by the Complaints Section or the area teams. This raised a risk that Care Managers may not be aware of issues that may have a detrimental affect on the service some of their customers were receiving.	Complaints Unit to ensure that liaison takes place with staff where complaints may involve a number of processes (e.g. Adult Protection, Contract Concerns) and ensure customers receive full feedback of all issues raised.	Monthly joint meetings with Complaints Manager, Adult Protection Manager, Contracting Manager and local CSCI Representative.
Adult Services	A customer complained that a residential home had given her mother notice to quit. due to her (the daughter's attitude). This contravenes acceptable codes of practice and should have been challenged by the contracts section. Had the termination occurred the authority would have been in breach of its obligations to a vulnerable adult under Community Care Act Legislation	Training and Guidance covering the obligations of Local Authorities with respect to care practices and the care practices of organisations with whom they have contracted	Request by Director of Operations to Divisional Manager to produce and sign off an action plan made Feb 26 <sup>th</sup> 2007
Adult Services	Potentially harmful medication was prescribed to a person with learning disabilities entering respite care. The Stage 2 investigation highlighted that had the family seen the preadmission assessment they would have given information that would have prevented the medication in question being prescribed	Pre admission assessment documentation for Learning Disability Respite to contain specific section detailing whether close family consents to medication being reviewed  Family member of people with learning disabilities entering respite to be given copy of pr admission assessment	Director of Learning Disability Services to ensure procedures are amended. Report to go to SMT who will monitor and ensure this action has been taken
Adult Services	Poor communication between Health Professionals and Social Services staff delayed the discharge of an elderly person by 2 weeks. In addition to the distress this caused the customer, prolonging hospital stays is contrary to the current policy of caring for more people in their own homes for as long as possible.	Improve Multi agency Hospital discharge process	Review currently taking place led by Senior Managers in Social Services and Primary Care Trust

## Service Improvements Resulting from Complaints

Directorate	Issue	Recommendation	Action
Corporate Services	A customer had difficulty locating the customer web form on the RMBC web site. When he eventually found it he was unable to complete it accurately as certain fields, for which he did not have any details, were mandatory.	To make the complaints page easier to find on the RMBC website, and to remove the mandatory fields on the customer name, address fields and contact number.	RBT have removed the mandatory fields on the web form, pending the launch of the new one, and have also moved the webform link to the on-line feedback page on the homepage.
CYPS	Delays in relation to holding the strategy meeting following allegations made against the complainant. Failure to provide Fostering Support Workers at a crucial time. Complainants felt the process that led to them being deregistered was flawed.	Child Protection Procedures to be clear about foster carer access to Strategy Meeting minutes.  Consideration of paying to compensate for the distress and inconvenience caused to them.	Procedures have been updated and issued. Compensation offered to the complainant.
CYPS	Complaints were about the child protection investigation, information had been inaccurately recorded and procedures had not been explained.	Any misrepresented, inaccurate or unsubstantiated recordings are corrected or clarified. An apology for those complaints that were upheld, and for the decision taken in relation to her previous care.  Acknowledgement that her leaving care status was not considered at that time.  Apology for the way in which her remand to the care of the Local Authority was handled.	The Service Manager has since informed the complainant of the actions that have been taken in relation to their complaint. These include updating records, an apology for the length of time taken to complete the assessment and assurances about the joint confidentiality agreement.
CYPS	This young person wanted to know that happened when she was younger and hoped that the complaint would offer a more coherent view of events in her early life. Believed actions didn't take account of her wishes and feelings.	To offer an apology for those complaints that were upheld and for the decision taken in relation to her previous care.  Acknowledgement that her leaving care status was not considered at that time.  Apology for the way in which her remand to the care of the Local Authority was handled.	The Service Manager and the complaints officer visited the complainant to discuss the outcome of the Stage 2 report. An apology was provided and she was happy with the detail within the report.
CYPS	Lack of consultation with the mother, and the reason why Social Services allegedly took advice from ex-partners solicitors, which resulted in the unnecessary medical attention of their	Clearer recording of decisions made about immediate child protection strategy, to include informing everybody holding parental responsibility.	Staff have been reminded of good practice in relation to parental responsibility. An apology was provided to the complainant and they were satisfied.

## Service Improvements Resulting from Complaints

Directorate	Issue	Recommendation	Action
	daughter.	Acknowledgement of complaints and an apology for the customer.	
CYPS	Child protection related – with the majority being about the actions of social workers. The complainant felt that there was bias towards them and was dissatisfied with the professional conduct of the social worker.	If the case is re-opened, the manager is to give consideration to the complainant's lack of confidence in the social worker.  Consider the implications of the shortfalls identified as a result of this investigation.	Complaint investigation was discussed with the complainant who was satisfied with the response provided. The specific implications - around communication, and completing assessments - were discussed with the team.
CYPS	Two complaints about the positioning and noise of a play area in Leewood Close.	Explanation around the positioning of the play area and action that has been taken in relation to the issues raised be provided to the complainant.	Report produced within detailed explanation of reasoning behind positioning of play area and what action was being taken in relation to the issues raised, including work with the young people themselves.
EDS	A member of the public with an interest in a particular planning application made an informal complaint that she had not been invited along to the Planning Board and yet a neighbour, who had also made objections, was invited.  The reason why one had been invited and the other not was because one had returned a slip stating that she wanted to speak at the Board Meeting.	That the return slip sent by objectors had a box to tick stating that they wanted to attend the Planning Board. They would then be informed when the meeting was to take place.	Director of Planning has asked staff to look in to changing the form.
Neighbourhoods	Non Traditional Properties and the Decent Homes Scheme.	Customers were not being given enough information regarding the reason their properties were not being renovated under the Decent Homes Scheme.  A letter is now sent to all customers in non traditional properties in advance the start of decent home's work in their area.	Housing Market Renewal Team have implemented following the complaint – December 2006.
Neighbourhoods	Eastwood Group Repair scheme. Height criteria for the installation of rail fencing.	Rail fencing, under a regeneration scheme, was not installed in their property because their wall did not meet the height criteria.  A more flexible policy towards the height criteria to allow individual circumstances to be	Housing Market Renewal Team have implemented following the Stage 3 complaint panel meeting. – December 2006.

## Service Improvements Resulting from Complaints

Directorate	Issue	Recommendation	Action
		taken into account was introduced.	
Neighbourhoods	Collection of excess waste	That there was a lack of consistency in Council policy towards excess waste in domestic wheeled bin collections.	Waste Strategy Department reviewed procedures in respect of excess waste.
2010 Ltd	Deceased tenant - Information provided.	Customers were sometimes provided unclear and potentially misleading advice from staff in Neighbourhood Offices regarding deceased tenant issues.	Script introduced to assist staff for standard tenancy issues, including deceased tenancy.
2010 Ltd	Allocation Policy – information provided.	Customer was misadvised regarding housing application.	Staff briefings and training carried out
2010 Ltd	Emergency repairs – garage sites	Customer's garage lock was changed following vandalism. Was not provided with the new key.	When the key holder is not known a sticker is now placed on the garage to inform them off where to contact.
2010 Ltd	Responsive repairs	Repair operative used the customers own cloths to mop up following a leak.	Operatives are provided with, and have been reminded to use own cloths and cleaning items.
2010 Ltd	Customer handbook – tenants alterations	Receipts for alterations to a property were lost.	The customer handbook amended to remind tenants to retain receipts and copies of improvements.
RBT	A customer complained about the length of time that they had queued at the Civic Cashiers.	To review the staffing levels and rota.	Customer Service Centre staff have been cross trained to help support their colleagues during the quieter times in the Customer Service Centre.
RBT	Customers have commented that they have found some benefit letters confusing.	Issues such as these were fed back to the services.	This information was shared with the services, and a process put into place for all responses to be quality assured by the RBT Performance & Improvement Team. The standard benefit letters were reviewed with one of them being removed from circulation.
RBT	In error the wrong contact was selected for a property when writing to a customer for further information.	Review the case itself and the circumstances of the error.	The appropriate staff members were reminded of the need to take extra care when inputting data, and selecting the appropriate contact for the property.

## Service Improvements Resulting from Complaints

Directorate	Issue	Recommendation	Action
RBT	A customer complained about the fact that he did not have a right of appeal about the recovery of a benefit payment.	A full review of the complaint and legislation was made and guidance sought from the DWP. This highlighted that the regulations had been amended earlier that year and that there was a right of appeal open to the customer.	All staff have been advised of the legislation change to guard against similar incidents in future.

## Complaints Action Plan

Issue	Actions
<b>Corporate Complaints</b>	
1. Re-evaluatuion of the corporate complaints procedure.	<ul style="list-style-type: none"> <li>● Cross Council review, including member involvement and the LGO, to review the procedure and make sure that it remains fit for purpose.</li> <li>● To include a re-evaluation of what constitutes a complaint.</li> </ul>
2. Refresher training / further training for officers and members involved in handling complaints.	<ul style="list-style-type: none"> <li>● To consider investing in the LGO complaint handling.</li> <li>● To train officers and members on what constitutes a complaint, and the complaint handling standards.</li> <li>● Revise and update officer and member guidance documents.</li> </ul>
3. To review the terms and reference of the complaint officers forum.	<ul style="list-style-type: none"> <li>● To review the expected outcomes of the group.</li> <li>● To re-establish the group as a vehicle for sharing learning.</li> </ul>
4. Lack of timely performance reports, thereby hindering performance monitoring.	<ul style="list-style-type: none"> <li>● Launch of corporate complaints system – this will provide more sophisticated reporting at more frequent intervals.</li> <li>● Produce monthly reports on complaint performance across the Council.</li> </ul>
5. Lack of succession planning during officer absence.	<ul style="list-style-type: none"> <li>● Directorates to ensure that they have appropriate cover so that issues can be picked up during an officers absence – this is at both the complaint officer level and for the services responsible for dealing with customer complaints.</li> </ul>
6. Performance in handling Stage 1 complaints.	<ul style="list-style-type: none"> <li>● Produce monthly performance reporting following the launch of the new complaints system.</li> <li>● Produce monthly performance reporting on complaints that have been upheld, and the actions taken locally – via the complaint officers forum.</li> <li>● Introduce a pro-forma for completion, post complaint, outlining why a complaint exceeded the time frame.</li> <li>● Peer review, between directorates and 2010 Ltd on complaint performance and any local measures.</li> <li>● Directorates to review any upheld complaints. This review should also outline 'lessons learned' / actions taken to prevent similar incidents affecting other customers.</li> </ul>
Issue	Actions
7. Performance in handling Stage 2 complaints.	<ul style="list-style-type: none"> <li>● Produce monthly performance reporting following the launch of the new complaints system.</li> <li>● Introduce a pro-forma for completion, post complaint, outlining why a complaint exceeded the time frame.</li> <li>● Peer review, between directorates and 2010 Ltd on complaint performance and any local measures.</li> <li>● To review any upheld complaints and why the matter was not resolved at Stage 1 of our procedure. This would include feeding back to the officer responsible for dealing with the</li> </ul>



	<p>for extensions beyond this time. A lessons learned proforma to be completed accounting for the closure of enquiries beyond the internal target (of 20 days) and the external target of 28 calendar days.</p>
<p>12. Lack of a monitoring system within the Council to track performance against the LGO target.</p>	<ul style="list-style-type: none"><li>● Identification of the first enquiries, for performance monitoring.</li><li>● Monitoring corporate performance, throughout the year, in order to calculate the rolling percentage of both first line enquiries and other LGO referrals.</li></ul>



**ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS**

1.	<b>Meeting:</b>	<b>Cabinet Member for Sustainability &amp; Innovation</b>
2.	<b>Date</b>	<b>30<sup>th</sup> July 2007</b>
3.	<b>Title:</b>	<b>RBT – Performance Update</b>
4.	<b>Programme Area:</b>	<b>RBT</b>

**5. Summary**

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

**6. Recommendations**

That the information in the report be noted

## 7. Proposals and Details

### Highlights

Highlights for the period have included:

- Welfare Rights celebrates 18 years of service
- All Contact Centre SLAs met for the third consecutive month
- IVR developments continue within the Contact Centre
- Online mileage & expense claims now available through Your**Self**

### 7.1. Service by Service Overview

#### 7.1.1. Customer Services / Public Access

- The Public Access programme is now included as a priority workstream within the contract re-negotiation.

As this re-negotiation takes place work continues in the following areas:

- E-Services for anonymous users
- Contact Centre and CRM Technology Project
- CRM Integration Projects

In relation to service performance it is pleasing to report that the Contact Centre SLA's were achieved for the third consecutive month. Achievement on the percentage of calls answered within 15 seconds and the percentage of calls not abandoned is primarily a result of an increase in staffing levels and a decrease in call volumes, the service continues to employ agency staff and use Customer Service Centre staff to fill vacancies which require RMBC backfill. The open advert remains on the intranet with no new interest from prospective candidates.

In advance of next month's report it is worth noting that as of 4th June 2007 two workstations with access to Contact Central will be deployed in a self-contained area within the Civic Customer Services Centre. This allows 2 members of staff from the CSC to support the Revenues and Benefits Contact Centre Service from this location.

Intermittent problems with Contact Central continue to be an issue; however the decoupling of Contact Central from Siebel in order to improve system performance is now due to take place in mid June 2007.

The expansion of the Interactive Voice Recognition (IVR) across Contact Centre services continues with the following developments for May 2007:

- With effect from Monday 21st May 2007 three IVR options have been implemented into the Streetpride Service. Customers will also listen to several environmental advertisements which are played whilst they are waiting for their call to be answered.
- With effect from Tuesday 29th May 2007 an additional IVR option has been implemented into the Revenues and Benefits Service. This additional selection gives the customer the option to be transferred to the automated payment line and avoids them having to wait for a call operator to become available.

The Registrars Service continues to encounter major problems with the RON system and the GRO are working hard to find a solution. However we are one of a small number of Register Offices continuing to use the RON system after the problems that occurred after the national 'go-live'. The GRO continue to work with its partners to solve the problems and enable the re-introduction of the system across the whole country. It is noted that we have a full manual contingency plan in place which has been put into operation on two occasions when the system failed (a General Register Office issue) and it worked successfully.

The Nationality Checking at Swinton continues to be a popular service with 56 applications processed during May. The service which is run on a cost recovery basis as stipulated by the Home Office commenced on the 02.04.07 (when the service started at Swinton CSC) and up to and including the 22.06.07 a total of 140 applications have been checked. In terms of gross income fees to the value of £4385,00 have been received with deductions for postage of £310.71. In terms of net income the value is £4,074.29

Finally, on 22 May 2007 the Welfare Rights Service held an 18th year celebration at the Town Hall attended by the Mayor, Council Leader, RBT Chief Executive and 45 guests. Staff from the service also appeared on Radio Sheffield and Rother FM. Additionally Giles Charter, a Welfare Rights Officer, appeared on Radio Sheffield as part of an ongoing "claim it" programme on 21 May 2007.

### **7.1.2. HR and Payroll**

Within the HR Service, to further improve the recruitment process for the client, training is ongoing to change the way in which recruitment is managed within the Service Centre. In future Recruitment co-ordinators will be responsible for individual campaigns and will see them through from advertisement stage to contract issue giving customers one point of contact for the whole campaign.

Within the Payroll Service it is worth reporting that a number of year end tasks and submissions have been completed ahead of schedule. This includes the following:

- The Teacher's Pension TR17 return was forwarded to KPMG Auditors on 17 May 2007. (Deadline for submission was 30 June 2007)
- P60s were issued to all employees on 11 May 2007 (Deadline for issue was 31 May 2007).
- Mileage Return and P11Ds were issued 11 May 2007 (Deadline for issue was 6 July 2007)
- SYPA Fund Credit Report was delivered on 14 May 2007 (Deadline for submission was 31 May 2007).

Year end work yet to be completed includes the Teachers Pension Annual Service Return (Deadline 31 August 2007). Work on this item continues; additional development is required by our software supplier Northgate before we can complete this submission.

With regards to SLA performance it is pleasing to report that all contractual measures were achieved in May. The payroll accuracy SLA (HR03) was achieved with only 137 errors reported out of 28,719 payslips, a performance of 99.52% against the contractual target of 99.50%. The client is due to undertake a further review/audit to validate the levels of accuracy.

In relation to SLA performance 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 76.17% against the agreed temporary threshold target of 70%. Because of the high volumes of calls received, callers are continuing to have difficulty getting through to the 4141/4242 helplines. However, the introduction of Call Queuing now proposed to be in place for the 4<sup>th</sup> June 2007 will give the Customer Services Team the intelligence by way of statistics to make further improvements by aligning the resource available to peaks and trends. However it is worth emphasising the availability of alternative methods of contacting the service, such as the intranet and email, which are available to managers.

Development of the self-serve portal, **YourSelf**, continues with the launch of online mileage and expense claims. From 1 June 2007, employees with intranet access will no longer be required to complete manual mileage and expense claim books. Instead, employees will be able to log on to **YourSelf** to submit claims. This will make the process of claiming quicker and easier.

### 7.1.3. ICT

Within ICT staff behind the scenes continue to maintain the ICT infrastructure and technology which deserves some recognition in terms of the continued reliability of our networks/communication and support. It is an area which in

this day and age we take for granted however has become an essential item of our day to day working life.

The service is currently redeveloping it's own intranet pages to simply access for employees and build a logical interface to aid the retrieval of information, the filling in of forms and self service. The development is to be split into two main phases;

- Launch of the new style pages with a provision for employees to report incidents via a self service facility.
- Redevelopment of all current word templates into online 'web forms' that will feed directly into Assyst.

It is intended that a demonstration of the draft pages and functionality will be shared with the ICT client in the next 2/3 weeks.

In relation to the performance against the SLA's this service continues to maintain its 100% achievement with the majority of the new SLA targets now being fully measured and all targets continuing to be achieved. The availability measures are now measured across over 600 devices spread through the offices in the borough on a 24/7 basis. Work is still ongoing within the agreed timescales to monitor/baseline the remaining SLA's.

#### **7.1.4. Procurement**

The Procurement Card pilot in EDS is now complete and has been deemed as a success. The cards were live in May with a manual reconciliation process in place.

The remaining Procurement Card supplier in scope for transformation is the master vendor agreement for agency staff. Process design starts early June, with a workshop for RMBC Finance to agree the CIS implications now set for mid-June. A post implementation review is now scheduled in for week commencing 2nd July.

With regards to performance around the SLAs it is pleasing to report that all measures are confirmed as above target for May. A new target or PR01 has now been agreed with the Client, set at 88.72%.

BVPI8 performance (payment of invoices within 30 days) is reported as 95% for May.

#### **7.1.5. Revenues & Benefits**

Developments in e-benefits continue with 'Self serve', the benefits high level eligibility calculator, going 'live' on the RMBC website from 5th June 2007 for

both customers and staff to use. Digital signature software has now been installed at Swinton CSC with staff training scheduled for 20th June 2007 and following this, e-Benefits will be in use throughout Swinton CSC.

A demonstration was given to a range of 2010 staff who are now keen to implement e-benefits across the ALMO and have supplied a list of staff requiring training. This will be progressed when the Revenues and Benefits and Public Access Service Development Teams have been merged and the new Service and Development Manager has been appointed.

A site visit was hosted for Islington LBC to view the e-benefits system and a further visit is scheduled to be hosted for Bute and Argyle in June 2007.

Performance across all SLAs is progressing on target with the exception of Council Tax collection. Collection levels have slightly reduced in comparison with the same time last year. At the end of May 19.79% had been collected compared with 20.0% as at the end of May 2006.

Work continues within the service towards achieving the aims of the Council Tax Collection action plan with 11 out of 22 actions fully implemented and work is progressing on the further 11. Some of the highlights are as follows;

- 12,428 reminders have been issued this year compared to 11,494 at the same time last year; this is an increase of nearly 10%.
- 2866 tax payers have already been summonsed for non payment of council tax this year compared with 2404 at the same time last year; this is an increase of nearly 20%.
- The majority of special arrangements must now be paid in full within the financial year and customers are warned that they will progress directly to the next recovery stage if they do not stick to the terms of their arrangement.
- An article has been submitted for the July edition of Rotherham Matters publicising Rotherham's stringent recovery approach to non payment of council tax.
- The number of direct debit payers has risen to 58,903 which using the Audit Commission calculation recommendations means that 64.21% of taxpayers now pay by this method

However, as reported last month, this year's collection levels are slightly reduced as a consequence of the reduced number of customers prepaying council tax at the beginning of the financial year, instead these payments will be recouped throughout the course of the financial year. Taking May 2007 in isolation, 9.4% of the total net liability was collected which is exactly the same as May 2006 i.e. 9.4% collected.

In relation to Council tax Collection progress and based upon the month by month comparison with last year, if we were to exclude anything which has been paid prior to the 1<sup>st</sup> April 2007 and it is assumed that the citizens whom paid their council tax in full at the beginning of April are paying on time we are

slightly ahead of last financial year. To exclude these payments then the amount collected to the end of May for 2007 was 18.96% in comparison with 18.93% in the same time frame last year.

We are also increasing our debt recovery activity and are issuing more reminders and summonses - Reminders issued in April/May 2006 accounted to 11,494, however in April/May 2007 reminders issued by the service was 13,040, an increase of 13%. Magistrates Court Summonses in April/May 2006/07 issued were 2,404, and in comparison April/May 2007 we issued 2,866, an increase of 19%.

Even more significant is the number of Liability Orders we have obtained at Magistrates Court, comparing the same periods for this and last year the volumes are 1,536 and 844 respectively, which is an increase this year of 82%. Liability Orders give us the power to take stronger recovery action such as attachments to earnings/benefits but also some of the areas covered in the council tax action plan involving the greater use of bailiffs and insolvency proceedings.

The above statistics signifies the increased volumes arising from speeding up recovery and reducing the time before debt recovery action is triggered, and it is hoped that this will result in an upward trend for council tax collection.

The CPA 2007 self assessment is progressing on target. All performance measures have now been assessed with an overall rating of 4\* being achieved. Self assessment against the performance enablers is ongoing, however, all enablers achieved in 2006 are forecast to be achieved in 2007 with a further 3 enablers being achieved that were previously scored as 'no'.

Finally it is reported that a submission has been made to the annual IRRV Performance Awards in the category of 'Best Use of Technology' and IRRV will commence shortlisting at the end of June 2007.

## **7.2. Progress against Corporate Initiatives**

### **7.2.1. Equalities & Diversity**

Mandatory roll-out of the Marshall's e-learning package has gone well. 450 of 605 employees have completed the course. Reporting has begun to ensure those that have not completed it, do so before 15th June.

The Equalities Steering group is on target to complete the Level 4 portfolio in time for July's deadline. A renewed Equality impact Assessment schedule is to be drawn up.

### **7.2.2. Investors in People**

RBT Interviews have commenced with the Profiling of 4 indicators. High level RBT managers are being interviewed in June. A management skills audit is in the planning stages.

### **7.2.3. Consultation/Complaints**

#### **Consultation**

The RBT employee opinion survey is still on-going, and scheduled to draw to a close at the end of June 07. Once this has been completed the feedback will provide a useful insight into employee satisfaction and will be associated with the previous feedback that was obtained through the RBT Consultation Steering group.

On the 4th June the electronic and hardcopy customer satisfaction surveys went live for the ICT Print Survey. This will run for a period of 4 weeks following which the feedback will be analysed and evaluated to make sure that it is providing meaningful feedback about the service the Print studio provide. In addition to this the Client is due to pilot the Rotherham Connect customer satisfaction survey in June at the Civic Customer Service Centre, in order to evaluate that the questions are easily understood, and will provide feedback on how customers perceive the service.

#### **Complaints**

The corporate system went live on the 4th June without any major issues. The first incident logged at the central point, which is administered by RBT, related to waste collection and upon registry was automatically routed to EDS. Further work is scheduled on the system in order to launch a new module to allow for the automatic creation of complaint correspondence - thereby saving officer time and allowing them to focus on the complaint investigation.

The RBT 2006 - 07 complaint statistics highlighted that we only held equality monitoring information for 9% of stage 1 complainants. This is too small a sample to be able to inform service provision and to help address this RBT will implement the corporate policy of sending a questionnaire to customers who have complained via channels other than the complaint form - for example by telephone or letter. This should allow RBT to establish a complainant profile, and also help identify if this is representative of the wider community.

## **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

### **11. Background Papers and Consultation**

None

### **Contact Names:**

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**ROTHERHAM BOROUGH COUNCIL – REPORT TO Members**

1.	<b>Meeting:</b>	<b>Cabinet Member for Sustainability and Innovation</b>
2.	<b>Date:</b>	<b>30 July 2007</b>
3.	<b>Title:</b>	<b>Commitment to the Nottingham Declaration on Climate Change</b>
4.	<b>Directorate:</b>	<b>Chief Executive's Directorate</b>

**5. Summary**

This report outlines the Nottingham Declaration on Climate Change and seeks commitment from the Cabinet Member to support the signing of the Declaration

**6. Recommendations**

The Cabinet Member is requested to:

- a) Support the recommendation that the Council signs the Nottingham Declaration

## 7. Proposals and Details

Climate Change is one of, if not the, most important issue facing the United Kingdom and the rest of the World. Addressing it is a key national and local priority, and central Government is encouraging local authorities such as Rotherham to take the lead and play a crucial role in addressing climate change.

Nottinghamshire County Council first launched the Nottingham Declaration on Climate Change in 2000 (attached). It is designed specifically for Local Authorities to enable them to show their commitment to addressing Climate Change, and has already been signed by over 200 local authorities. It is supported by major organisations including IDeA; LGA; Energy Saving Trust; and Central Government (the recent Local Government White Paper urged local authorities to sign the Declaration).

The signing of the Declaration would commit the Council to the following:

- To work with Central Government to contribute, at a local level, to the delivery of the UK Climate Change Programme, the Kyoto Protocol and the target for CO<sub>2</sub> reduction by 2010
- Within the next two years, to develop plans with partners and local communities to progressively address the causes and the impacts of climate change
- To publicly declare, within appropriate plans and strategies, the commitment to achieve a significant reduction of greenhouse gas emissions from the Authority's operations
- To assess the risk associated with climate change and the potential impact on services and communities and adapt accordingly
- To encourage all sectors in local communities to take the opportunity to adapt to the impacts of climate change
- To monitor progress against action plans and publish the results

Local authorities signing up to the Nottingham Declaration Action Pack also have access to a national web based resource that is designed to support local authorities throughout all stages from starting to address the challenges of climate change through to reviewing implemented plans, and promoting the exchanging of ideas and experiences, including best practice.

Signing up to the declaration will show the Council's commitment to long term plans for reducing greenhouse gas emissions. It will also build on the Council's existing Environment Policy and Sustainable Development Framework. Its aims very much reflect the aims of the Council and its partners, and Rotherham MBC's progress in this area has been identified as amongst the best with, for example, the latest results from the respected Business in the Community's Environment Index 2007 identifying the Council as one of only seven Climate Change Champions in the Region. Indeed Rotherham already fulfils many of the commitments but will need to bring these into a single succinct Climate Change Action Plan document (currently its plans to address climate change are spread across a range of documents). It is proposed that this Action Plan will be developed, implemented and project managed by the Council-wide Sustainable Development Officers Group.

In addition, there has been local support for the Council signing the declaration. This includes letters and e-mails to the Council, and a letter in the press urging the Council to do so. The Sustainable Communities Scrutiny Panel and Members Sustainable Development Action Group also support this.

## **8. Finance**

There are likely to be no strong financial implications arising from the Council signing the Declaration and initial activity can be maintained within existing budgets. Indeed, there is a possibility of making savings through procuring goods and services and by reducing energy costs. However, as climate change more generally continues to climb the agenda of central government, more resources will be required in the future to deal effectively with new duties and responsibilities expected to be given to Local Authorities.

## **9. Risks and Uncertainties**

The main risk and uncertainty is gathering sufficient local support to ensure that Rotherham fulfils the commitments contained as part of the declaration.

## **10. Policy and Performance Agenda Implications**

It is clear that the Government sees local authorities as a key partner in tackling climate change. Through policy statements such as the Local Government White Paper and Energy White Paper Central Government is encouraging councils such as Rotherham to take the local lead and play a crucial role in addressing climate change. This issue is likely to remain a top priority for local authorities for the foreseeable future.

## **11. Background Papers and Consultation**

Source document: Nottingham Declaration on Climate Change (copy attached).

This issue has been discussed at the Council-wide Sustainable Development Officers Group and the Local Strategic Partnership's Sustainability Partnership which both supported in principle the Council signing the Declaration

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# The Nottingham Declaration on Climate Change

**We acknowledge that**

- Evidence shows that climate change is occurring.
- Climate change will continue to have far reaching effects on the UK's people and places, economy, society and environment.

**We welcome the**

- Social, economic and environmental benefits which come from combating climate change.
- Emissions targets agreed by central government and the programme for delivering change, as set out in the UK Climate Change Programme.
- Opportunity for local government to lead the response at a local level, encouraging and helping local residents, local businesses and other organisations - to reduce their energy costs, to reduce congestion, to adapt to the impacts of climate change, to improve the local environment and to deal with fuel poverty in our communities.
- Endorsement of this declaration by central government.

**We commit our Council from this date \_\_\_\_\_ to**

- Work with central government to contribute, at a local level, to the delivery of the UK Climate Change Programme, the Kyoto Protocol and the target for carbon dioxide reduction by 2010.
- Participate in local and regional networks for support.
- Within the next two years develop plans with our partners and local communities to progressively address the causes and the impacts of climate change, according to our local priorities, securing maximum benefit for our communities.
- Publicly declare, within appropriate plans and strategies, the commitment to achieve a significant reduction of greenhouse gas emissions from our own authority's operations, especially energy sourcing and use, travel and transport, waste production and disposal and the purchasing of goods and services.
- Assess the risk associated with climate change and the implications for our services and our communities of climate change impacts and adapt accordingly.
- Encourage all sectors in our local community to take the opportunity to adapt to the impacts of climate change, to reduce their own greenhouse gas emissions and to make public their commitment to action.
- Monitor the progress of our plans against the actions needed and publish the results.

\_\_\_\_\_ Council

acknowledges the increasing impact that climate change will have on our community during the 21st century and commits to tackling the causes and effects of a changing climate on our city/county/borough/district.

			
Leader of the Council	Chief Executive	Minister of State Climate Change and Environment	Office of the Deputy Prime Minister

**ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS**

1.	<b>Meeting:</b>	<b>Cabinet Member for Sustainability &amp; Innovation</b>
2.	<b>Date</b>	<b>30<sup>th</sup> July 2007</b>
3.	<b>Title:</b>	<b>RBT – Rothercard Update</b>
4.	<b>Programme Area:</b>	<b>RBT</b>

**5. Summary**

The report presents the progress of the Rothercard Service provided by the Revenues and Benefits Service of RBT.

**6. Recommendations**

That the information in the report be noted

## **7. Proposals and Details**

The Rothercard service was launched as an anti-poverty initiative in 1993 to prioritise support for Rotherham people living on a low income through offering a discount on a range of Council services and encouraging local businesses to provide discounts on goods and leisure activities in the borough. The Rothercard service contributes to the Council's core values and priorities by:-

- Ensuring fair service provision irrespective of age, gender, race, disability or income
- Supporting vulnerable people and taking positive action to reduce social exclusion
- Improving the general health and quality of life for all Rotherham people through improved access to affordable leisure opportunities.

### **Who qualifies for a Rothercard?**

Rothercard was originally targeted at people receiving means tested benefits, which qualified the applicant and all family dependants to join. Young people on a youth training scheme were also included.

In July 1999 the criteria were extended to include a range of disability benefits which only qualify the disabled individual for a card, and 16-19 year olds in full time education. Over 60s, Looked After Children and Refugee/Asylum Seekers became eligible in November 2002. The qualifying criteria are given in full in Appendix A.

The cards are provided free of charge although the applicant is required to provide a passport sized photo. Issuing points will accept and cut down a family snapshot if it is a good likeness. Cards are valid for one year (five years for over 60s). Proof of eligibility is required with every application.

### **Staffing and Location of Main Administrative Base**

The service is run within Revenues Operational Services using existing resources; this is divided between three separate areas with:

- Publicity, take up and miscellaneous issues being the responsibility of Service Development including liaising with businesses/facilities who offer discounts etc for Rothercard holders.
- Technical Team are responsible for producing reviews and distribution of stationery to issuing outlets.
- Assessment team deal with maintaining the database, telephone enquiries about eligibility and where to get a Rothercard.

## **Borough Wide Service Delivery**

There are 55 public issuing points across the borough - involving staff in Environment and Development Services (including community/mobile and container libraries, sports centres, country parks & swimming pools), Adult Social Services and 2010 (Neighbourhood Office reception staff), ethnic minority services (Multicultural and Training Centre, All Pakistan Women's Association, the Unity Centre) and the Rotherham Advice and Information (RAIN) reception.

There are also a number of agencies and groups which have volunteered to issue Rothercards to their clients and membership (e.g. Deaf Advice Service, Action in the Community for Employment, Rotherham Mind Drop in Centre, Rookwood Hostel for Homeless People, Pathway and the Women's Refuge).

## **Council Discounts**

Environment and Development Services are the principle discount provider offering a 35% discount to Rothercard holders (20% at the fitness suites) on a wide range of leisure activities including hire of Library products. This includes a Junior Rothercard rate for under 16s (approx 25% off the existing under 16 concession) and free entry to carers accompanying disabled Rothercard holders. The Civic Theatre and Arts Centre offer a discounted Rothercard price according to performance.

Cemeteries and Crematoria offer a £50 discount on funeral and cremation expenses for the relatives of deceased Rothercard holders who join the scheme showing proof of a means tested benefits and have recently introduced a charge for the cost of maintaining memorials in a safe condition with a 20% discount to Rothercard holders

Waste Management offer 50% off the cost of their Bulky Item Removal Service and their staff are proactive in informing their customers of the Rothercard discount. As all applications are dealt with by phone Waste Management staff telephone the Rothercard Office to confirm the client's membership and address from the database. Environmental Services have agreed to consider their pricing policy at some time in the future for compost bins but feel that their direct competition with Rentokil rules out any discount for pest control.

## **Discounts in the Retail and Private Leisure Sector**

The issue of access to retail discounts through the Rothercard scheme is one which creates a high level of expectation amongst users. Over forty local businesses support Rothercard and in return receive free advertising on our literature. Their details are held on an access database. Successful approaches to retailers have in part been prompted by existing contracts or links to RMBC (Vodafone, Travelcare, Magna) with the occasional exception of businesses which have responded positively to outreach work (e.g. RSPB Nature Reserve). Otherwise it is proving difficult to attract support.



## Service Developments

The Rothercard service has successfully negotiated for Rothercard to be the primary proof for a concessionary rate in Environmental & Development Services; for a much wider range of leisure opportunities including coached activities to be included in the scheme; for access to leisure discounts at all times rather than off peak. The concessionary discount is set at 35% for adults and the service requested the reintroduction of a Junior Rothercard rate and free entry for carers. The cost of this discount is met by the directorate in which the facility resides and this was completed by EDS following a price review at which time the level of discount was changed from 50% to 35%.

- The introduction of the "One for One" scheme in October 2002, supported by effective consultation with the voluntary sector (The Access Liaison Group and Rotherham Carers' Forum) has improved accessibility to the scheme for disabled people and given recognition to the important role of carers / personal assistants. The scheme entitles carers/personal assistants to free admission to RMBC leisure facilities when accompanying a person with special needs and to represent Rothercard holders with a disability and access discounts on their behalf. The scheme helps RMBC services to meet the quality standard for Local Government in accordance with the Disability Discrimination Act.
- The More Leisure for Less Scheme, launched in September 2003, increases access to leisure opportunities for economically disadvantaged groups by offering a concessionary rate to all adult leisure card holders in South Yorkshire at selected leisure centres across the region. Each of the seven partners (the four local authorities and three leisure trusts) have signed a working agreement.

## Membership

There has been a marked upturn in the number of Rothercards issued and membership figures over the past five years have risen from 4342 in April 2002, to 7672 in April 2004 to the current figure of 10,353.

### Break down of Rothercard is as follows;

#### Yearly Cards

One for One	63
Rothercard	2787

#### Five Year Cards

One for One	124
Rothercards	7379

**Total**                      **10353**

## Promotional Material

- Leaflets x 3
  - How to Claim your Free Rothercard (produced by Design Studio - a translation of this document is available on request in Urdu, Arabic and Chinese )
  - Rothercard Discounts
  - Concessionary Activities (Publisher Document produced by ECALS specific to Leisure Venues and Activities) + insert for More Leisure for Less scheme
- A4 newsletter (Publisher)
- A sidewinder display panel for the One for One scheme launch
- Comprehensive information on the Council's Website & FAQs in Rotherham Connect plus links to other relevant websites (RDIS, Community Electronic Magazine) and databases (Health Advice Centre, Help in Hand).
- The Rothercard Helpline is advertised on Housing Benefit/ Council Tax Benefit notification letters
- Advertising and articles in publications (e.g. Rotherham Matters, the Councillors Guide, Leisure Guide)
- An access mailing database to target groups and agencies
- Display stickers for local businesses
- PowerPoint Presentations for Training and Awareness Raising

## 8. Finance

Directorates meet the cost of the Rothercard discount from their own budget.

## 9. Risks and Uncertainties

a). Directorates may not offer discounts if budget pressures are acute. This may lead to a loss of incentives to have the card and subsequent drop in level of use. The level of discount has already been reduced in EDS with the 50% discount being reduced to 35% following a review of the pricing policy in Cultural and Leisure Services.

b). Failure to maintain / increase cardholders and advertise the scheme may result in businesses no longer wishing to participate again removing the attractiveness to potential customers.

## 10. Policy and Performance Agenda Implications

Rothercard contributes to two key themes;

Learning – by providing discounts for Cultural and Leisure Services Rothercard enables specific communities within the borough to access service they would otherwise not use.

Fairness – by offering discounts to specific communities Rothercard contributes to enable access to all services for all groups.

## **11. Background Papers and Consultation**

Appendix A – Rothercard qualifying criteria

### **Contact Names:**

Paul Broadberry, Chief Executive, RBT, X2414, [paul.broadberry@bt.com](mailto:paul.broadberry@bt.com)

Jill Dearing, Service Leader, Performance & Improvement X 3367,  
[Jill-rbt.dearing@rotherham.gov.uk](mailto:Jill-rbt.dearing@rotherham.gov.uk)

Mick Ripley, Service and Development Manager, Revenues and Benefits X4146, [mick.ripley@rotherham.gov.uk](mailto:mick.ripley@rotherham.gov.uk)

## Meeting Minutes

Meeting Title	<b>Procurement Panel</b>
Date	<b>Monday 25<sup>th</sup> June, 2007</b>
Start time	11.00 am
Venue	Committee Room 1, Rotherham Town Hall
Chair	Councillor Ken Wyatt

Attendees	Init	Programme Area
Ken Wyatt	KW	Councillor
Simon Bradley	SB	RBT Procurement Manager
Lesley Dabell	LD	Voluntary Action Rotherham
David Finch	DF	Client Officer
Sandra Greatorex	SG	Voluntary Action Rotherham
Peter Hunter	PH	RiDO Investment Team
Mark Leese	ML	RBT
Sarah M <sup>c</sup> Call	SM	Client Officer
David Rhodes	DR	Environment & Development Services
Jon SurrIDGE	JS	Environment & Development Services
Jeff Wharfe	JW	RiDO - Rotherham Partnership

Apologies	Init	Programme Area
Carol Adamson	CA	CEX
Andrew Bedford	AB	Strategic Director of Finance
Bob Crosby	BC	Neighbourhood Services
Abi Dakin	AD	RBT
Paul Smith	PS	Rotherham Construction Partnership
Laura Townson	LT	Children & Young People's Services

Minutes		
Ref	Item or Action	Action Owner
40/07	<p><b>Minutes of Previous Meeting</b></p> <p>The minutes of the previous meeting of the Procurement Panel, held on Monday, 14<sup>th</sup> May, 2007, were agreed as a correct record.</p>	

41/07	<p><b>Matters Arising</b></p> <p>(a) With regard to Minute 34/07 (Barriers from the Voluntary and Community Sector), representatives of Voluntary Action Rotherham would have further discussions with Carol Adamson and David Rhodes about equalities, sustainability and environmental performance;</p> <p>In addition, Rose Poad (VAR) would make a presentation to a future meeting of the Procurement Panel about TUPE Regulations.</p> <p>(b) With regard to Minute No. 36/07 (Environmental Standards for Contracts), David Rhodes would provided further guidance for Panel members.</p>	<p>SG</p> <p>DR</p>
42/07	<p><b>Procurement Skills Matrix</b></p> <p>Sarah M<sup>c</sup>Call presented a report about the corporate procurement strategy which contained an action to conduct a skills audit to ensure that everyone involved with procurement is sufficiently trained. The report contained details of the procurement competency toolkit to be used throughout the Council and RBT.</p> <p>Agreed:- (a) That the contents of the report be noted.</p> <p>(2) That the proposals to use the toolkit throughout the Council and RBT be approved and progressed.</p>	<p>SM</p>
43/07	<p><b>BVPI8 – Payment of invoices within 30 days</b></p> <p>Sarah McCall presented a report about BVPI 8, the performance indicator which measured performance of the payment of undisputed invoices within thirty days.</p> <p>Discussion took place on the usefulness of providing on-screen prompts of unreceipted goods. Although Panel members considered that such a method would have limited usefulness only, it was agreed that this method be implemented for a period of three months and be reviewed at the end of that period.</p> <p>Agreed:- That the performance of BVPI 8 be noted and the current course of rectifying action, as detailed in the report submitted, be approved.</p>	<p>SM</p>

38/07	<p><b>Action Plan Update</b></p> <p>Sarah M<sup>c</sup>Call drew the Panel's attention to the actions which were either amber or red and provided an update on the work being undertaken to resolve each action.</p> <p>Particular reference was made to:-</p> <p>(a) Action Plan for achieving the vision for leadership, management and capacity</p> <p>6 actions complete 6 actions green status 4 actions amber status 1 action on hold</p> <p>(b) Action Plan for achieving the vision for partnering, collaboration and supplier management</p> <p>4 actions green status 1 action on hold</p> <p>(c) Action Plan for achieving the vision for systems that allow business to be done electronically</p> <p>5 actions complete 3 actions green status</p> <p>(d) Action Plan for achieving the vision for stimulating markets and achieving community benefits</p> <p>2 actions complete 3 actions green status 4 action amber status</p> <p>Agreed:- (a) That the information be noted.</p> <p>(b) That future Action Plan Update reports be presented on an exception reporting basis.</p> <p>(c) That Colin Earl, Director of Internal Audit and Governance, be invited to attend the next meeting of the Procurement Panel to present a report about partnerships governance.</p>	
<b>Next Meeting</b>		
Date	Tuesday, 31 <sup>st</sup> July, 2007	
Time	11.00 a.m.	

Venue	Town Hall, Rotherham
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**Dates of Future Meetings**

The dates for future meetings of the Procurement Panel were to be agreed at the next meeting

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 10<sup>th</sup> MAY, CONFERENCE ROOM, ERIC MANNS****Present:**

Cllr Ken Wyatt, Cabinet Member for Customer Service and Innovation (Chair)

Veronica De'Ath, Information Manager, RBT

Mark Evans, Customer Services Client Manager, Chief Executive's

Janet Fletcher, Manager Customer Services, EDS (representing Fabienne Cotte)

Tracy Godfrey-Davies, Marketing Assistant, Corporate Communications and Marketing, Chief Executive's

Tracy Holmes, Head of Corporate Communications and Marketing, Chief Executive's

Dean Kerry, Communications Manager, Neighbourhoods/Area Assemblies

Graham Nicholson, Design Manager, RBT

Damian Nightingale, Information, Governance, Sharing & Communications Officer, Adult Social Services

Steve Pearson, Communications Manager, CYPS

Ceri Williams, Internal Communications Officer, Chief Executive's

**Apologies:**

Marie Hayes, Commercial & Promotional Services Manager, EDS

Clark Herron, Communications Manager, EDS

Emma Hill, Business Support Officer, EDS

Alison Lilburn, Systems and Information Officer, CYPS

**1. Welcome, Introductions and Apologies**

Councillor Ken Wyatt welcomed everyone to the meeting and called for introductions around the table. Apologies were noted. He confirmed that subject to formal ratification, he was likely to continue as the Cabinet Member responsible for communications and marketing in the next municipal year, and therefore as Chair of the group.

**2. Notes of the last meeting**

These were discussed and agreed as a true record. Matters arising not on the agenda:

*Markets Charter* – It was noted that monthly farmers' markets appeared to have started in the town and were being well-received.

KW informed the group of possible complications in securing the loan of the original Charter due to the age of the document and budget restrictions.

There may be an opportunity to display the document via the archives programme as 'document of the month'.



TH reported that an update on the Market Charter celebrations had again been requested from the Town Centre team, but no-one was attendance to provide this. KW asked that an email update be provided if no-one was available to attend the next meeting.

**Action: Julie Roberts**

*Pooling of Marketing Budgets:* Work is continuing on the analysis of current spend on marketing across the authority, with a view to creating a central pool of funding. TH to provide further update once available.

**Action: Tracy Holmes**

*Rotherham Council Matters:* TH reported difficulties being experienced with distribution of RCM. A straw poll of council officers had indicated the newspaper was not reaching all areas. Rotherham residents on the group were informed of delivery dates for next issue and asked to inform the corporate team when the paper arrived.

**Action: All**

### 3. Local Campaign to Promote Take-up of Online Services

Mark Evans updated the group on the progress of a national campaign to promote customer access to online services, on the back of the broader e-government agenda. Nationally, the campaign – with an investment of £5 million - had focused on 16 different online transactions, including flytipping, abandoned vehicles, council tax payment and school admissions, with activity at relevant points in time during the year.

One of the Year Ahead Commitments 2006/2007 for RMBC was the development of local campaign activity. This had been an advertisement in the council tax leaflet sent to all households. Although the facility exists for RMBC customers to carry out all 16 transactions on line, it is well-hidden on the current website and the development of any local campaign must therefore be linked to proposed improvements to the web infrastructure, and form part of the Year Ahead Commitment for 2007/2008 to revise/refresh the Customer Access Strategy.

Mark suggested that autumn 2007 would be an appropriate timescale for the local campaign to run, but confirmed that no additional budget is available for local publicity. Ways of promoting a change in behaviour “for free” were discussed, including existing local library pc users; showing customers who visit Customer Service Centres how they could access on line, and council staff visiting clients at home providing advice. Rotherham Show was seen as another opportunity, although it could be too early (September).

It was felt that an early campaign to staff – both as advocates and as residents and therefore customers – would be beneficial.

The front page of the RMBC site currently features a campaign promoting the use of direct debit to pay council tax, which has now reached more than 60%.

### 4. Developing The RMBC Website

The broader issue of improving the website was then discussed. It was generally acknowledged that the website had improved over the last couple of years – and had a Good rating from SocITM – but more needed to be done.

This work had been returned to the Chief Executive's Service Plan (Comms and Marketing) for 2007/2008 – having previously been the responsibility of the IT Client in Corporate Services – but other officers would need to be involved, eg Customer Services Client, Equality and Diversity Manager. It was agreed that best practice would be to have a dedicated Webmaster in post to develop a vision/strategy for the web, working in conjunction with other colleagues, rather than the somewhat fragmented, operationally-driven approach currently in place.

ME confirmed that he may have access to funding for an initial independent scoping project – to be investigated further.

**Action: Mark Evans/Tracy Holmes**

Steve Pearson requested that more information/statistics be made available to communications leads to enable them to respond effectively. VdeA confirmed that this information was available to directorates.

The development of the website is to remain a standing agenda item.

**Action: Tracy Godfrey-Davies**

## 5. Next Steps for the Image Library

GN reported that the finished system would be launched within the next couple of weeks. The system will allow all employees access to quality photographs and logos. A link will be created on the intranet homepage (under Useful Links) to register and use the library. A Team Briefing will be issued to ensure all staff are aware of its existence, and an article considered for Unite.

**Action: Graham Nicholson/Ceri Williams**

Consent books are to be ordered by the Design Studio and managed by the directorate administrators for the system. The single sheet books will detail numbers in sequential order and a prefix that will identify the directorate commissioning/owning the image. Consent will last for two years, when a reminder will be sent to the owner and the image will no longer be visible to other users, pending further authorisation.

The definition of "single use" consent was discussed. It was agreed that the general rule should be that the authoriser should always have knowledge of how an image is being/has been used.

GN asked all group members to place their book orders by Wednesday 16<sup>th</sup> May.

**Action: All**

The types of performance report required by users will be discussed and made available after the system has been in operation for six months.

TH to send a note to all members, advising them of its completion and potential benefits (there had been agreement that the library would be funded from the members' contingency fund).

**Action: Tracy Holmes**

**Post meeting note:** The launch of the system was delayed as it was based on the old Programme Area structure, as opposed to the new Strategic Directorates. Additional charges will be made for the changes.

6. Rotherham Show

GN distributed hard copy visuals of the images and other display materials used at last year's show for discussion on what needs to be updated. There were numerous images used from the 'I AM' campaign portfolio that will be out of date by September 2007. Some headers would also need to be changed due to the restructuring of services.

No further update was available on any budget to be allocated to the project (see *Matters Arising : Pooling of Budgets*) but any monies available would be utilised to renew graphics. This work would need to be commissioned as early as possible – GN to feedback to the group the timescale required for graphics.

**Action: Graham Nicholson**

It was generally agreed that all stands in the marquee would need to be more interactive and encourage the participation of visitors. Planning for the activity/performance area would need to begin soon, ensuring it dovetails with activity/sound coming from the nearby central arena in place for the first time. It was noted that the Beacon monies which supported some of the service users to perform last year may no longer be available.

The group's next meeting scheduled for 4<sup>th</sup> June would focus on the Rotherham Show, including identifying key messages and theme champions. The group came up with possible display ideas:

Town Centre – Renaissance theme

Joint Customer Service Centres – PCT/GPs

St Annes – PFI

Breathing Space

New Residential Homes/Extra Care Housing

'Smokefree' – PCT

Cultural consultation

Integrated services for CYP

Dean Kerry suggested that priority messages should link to the outcomes of the Quality of Life survey.

TGD to invite show leads from across Strategic Directorates to the meeting to discuss the content of their display to ensure co-ordination.

**Action: Tracy Godfrey-Davies**

**Post meeting note:** Cllr Wyatt requested that agenda and notes be sent to relevant people at the Primary Care Trust and Hospital Trust.

7. Any Other Business

Ceri Williams raised the issue of an electronic version of Unite that would cost £480 each edition. Increased electronic access could mean a reduction in the number of hard copies required. This was supported in principle by the group – next issue to be run on a trial basis pending feedback.

**Action: Graham Nicholson/Ceri Williams**

8. Date and Time of Next/Future Meetings

The next meeting is scheduled for Monday 4<sup>th</sup> of June at 1.30pm, venue to be confirmed. Other meetings, all starting at 1.30pm: 2<sup>nd</sup> July 2007, 30<sup>th</sup> July 2007, 13<sup>th</sup> August 2007, 3<sup>rd</sup> September 2007, 1<sup>st</sup> October 2007.

**ROTHERHAM METROPOLITAN BOROUGH COUNCIL**

**NOTES OF THE COMMUNICATIONS/MARKETING GROUP MEETING  
Monday 4<sup>th</sup> June 2007, CONFERENCE ROOM, ERIC MANNS BUILDING**

**Present:**

- Cllr Ken Wyatt, Cabinet Member for Customer Service and Innovation (Chair)
- Fabienne Cotte, Marketing Officer, Culture and Leisure, E and DS, RMBC
- Veronica De'Ath, Information Manager, RBT
- Rachael Ellis, Marketing and Communications Officer, 2010 Rotherham Limited
- Gill Harrison, Public Health Specialist, Rotherham PCT
- Clark Herron, Communications Manager, E and DS, RMBC
- Tracy Holmes, Head of Corporate Communications and Marketing, Chief Executive's, RMBC
- Emma Kirkwood, Employee Involvement Officer, Chief Executive's, RMBC
- Damian Nightingale, Information, Governance, Sharing & Communications Officer, Neighbourhoods and Adult Social Services, RMBC
- Dale Otter, Recycling and Sustainable Waste Services Officer, Neighbourhoods and Adult Services, RMBC
- Steve Pearson, Communications Manager, CYPS, RMBC
- Alan Pogorzelec, Principal Environmental Health Officer, Neighbourhoods and Adult Services, RMBC
- Jim Staveley, Development Officer, Green Spaces, Neighbourhoods and Adult Services, RMBC
- Jayne Wild, Support Officer, Chief Executive's, RMBC
- Ceri Williams, Internal Communications Officer, Chief Executive's

**Apologies:**

- Sue Ball, Governance Manager, Rotherham Foundation Hospitals NHS Trust
- Joanne Edley, Tourism Officer, E and DS, RMBC
- Mark Evans, Customer Services Client Manager, Chief Executive's, RMBC
- Marie Hayes, Commercial & Promotional Services Manager, E and DS, RMBC
- Emma Hill, Business Support Officer, E and D S, RMBC
- Richard Jackson, Streetpride Area Manager, Wentworth North, RMBC
- Dean Kerry, Communications Manager, Neighbourhoods and Adult Services/Area Assemblies
- Alison Lilburn, Systems and Information Officer, CYPS, RMBC
- Graham Nicholson, Design Manager, RBT
- Dawn Price, Corporate Consultation Officer, Chief Executive's, RMBC
- Kerry Rogers, Trust Secretary, Rotherham Foundation Hospitals NHS Trust

1. **Welcome, Introductions and Apologies**

Councillor Wyatt welcomed colleagues from across the Council involved in the Rotherham Show, and also colleagues from partner organizations.

2. **Notes of the Last Meeting Held 8<sup>th</sup> May 2007**

These were agreed and the following matters arising were discussed:-

**800<sup>th</sup> Anniversary of the Markets Charter** – TH had still received no response to the request for an update. KW said the town centre team were trying to organize a meeting on this issue.

**Rotherham Council Matters** – there appeared to be continued problems with distribution, with a number of members reporting non-receipt. TH to investigate.

**Action: TH**

**Online services/website update** – updating the website is now a key workstream of the re-negotiation of the RBT contract.

**Image library** – now up and running. VDeA asked all members to continue promoting its availability. RE asked whether 2010 would be able to both place photographs and access others. This was confirmed.

**Action: All**

3. **Rotherham Show – Planning for 2007**

a) **Colleagues involved in displays other than the local authority marquee**

**Jim Staveley, Green Spaces** – having own marquee on former site of horticultural marquee. Content to be similar to last year, though may be larger with other partner involvement, eg Friends groups. Culture and Leisure/Green Spaces keen to work on a theme, which could work well with the PCT/Alive theme. Still in the very early stages of planning.

**Gill Harrison, Primary Care Trust** – relatively small stand for the PCT this year. Haven't been involved in recent years. Looking at a corporate theme, in terms of what the PCT is, what it provides, and new initiatives currently underway. It will be viewed as a "trade tent", also promoting the new walk-in centre, facilities at Breathing Space (concentrating on the medical model rather than construction/environmental issue), joint care centres. Will also carry out some consultation of how people want services to improve. It was noted that Breathing Space is very much part of the overall Rotherham Renaissance, and that the environmental and construction issues could be covered by Rother Construction Partnership. Some questions were raised about the location of the PCT tent. Fabienne Cotte to investigate.

**Action: FC**

**Steve Pearson, CYPS** - described the work proposed by a) Early Years Child Care Service and b) Young People's Service (formerly the Youth Service). **Early Years** are meeting on 14<sup>th</sup> June to determine the nature of their display, likely to be the relaunch of their information service for 0 – 19s, along with what is being provided in Children's Centres. **Young People's Service** – Positive Activities, a national initiative, and what is available for young people in the area. Nothing else which is likely to conflict with other content/activity elsewhere. Fostering, safeguarding/child safety and integrated services for CYPS/locality-based children's services, are all possible ideas for the local authority marquee.

**Dale Otter, Waste Management** – co-located with Streetpride in the "skating rink", with recycling exhibition vehicle, DVDs, computer games, green waste collection vehicle, new kerbside collection vehicle, streetlighting vehicle, abandoned vehicle crusher. Plus tent selling compost bins, blue boxes and promoting alternative weekly collections being rolled out across the borough 10<sup>th</sup> September. TH suggested that this also be featured in the Show programme

**Action: TH**

**Rachael Ellis, 2010 Rotherham Limited** – last year was mostly around Decent Homes, and this year will be more balanced across all 2010 business, more interactive. Decent Homes also had separate stall last year, this year it will be more “joined up” – repairs, management, maintenance sites, gas and electricity, neighbourhood offices, etc. Also linking to police and others on neighbourhood management – this is the most likely area of overlap with other displays.

**Performance/Activity Area:** It was agreed that some of the best elements last year had come from CYPS and it was hoped that this could be repeated in 2007. Steve Pearson to seek interest/involvement within the Strategic Directorate.

**Action: SP**

**Alan Pogorzelec, Environmental Health/Food Safety:** Some content will be as last year.

- Calamity Kitchen, highlighting potential hazard in the home
- Scores on the Doors restaurant ratings
- Healthy eating labeling and traffic light system/school meals
- Pollution
- Trading Standards
- Possibly Smokefree as it will have become an enforcement issue by September

**Dean Kerry, Area Assemblies** – Dean to be asked to report on this to next meeting.

**Action: DK**

It was suggested that the Adaptations team in Community Housing may wish to showcase their work, particularly around turnround times. TH to speak to Tom Sweetman.

**Action: TH**

b) Key Messages

Overall priority messages and topics were discussed, including:-

Town Centre – Renaissance, cultural quarter consultation  
Regeneration, business start-up, enterprise  
Joint Customer Service Centres – PCT/GPs  
PFI leisure centres  
Breathing Space  
Investment in new Residential Homes/Extra Care Housing  
Integrated services for CYP  
HR issues, recruitment, RMBC as a good employer  
Consultation – internal and external (we asked, you said, we did)  
Moorgate Crofts, Breathing Space – RCP  
RBT Customer Service Centres, online take-up of services, Rotherham Connect  
– following a customer transaction from beginning to end

Dean Kerry had suggested at last meeting that priority messages should link to the outcomes of the Quality of Life survey.

c) Budget

Available budget still not confirmed. The group discussed the amount likely to be required, given that there would be no expenditure on the display board infrastructure or carpet tiles this year, and some of the graphics would be re-useable.

It was agreed that a budget in the region of £12 - £15k overall would be likely to be sufficient.

d) Roles and Responsibilities

Design Studio to work on revised graphics. Graham Nicholson had confirmed 31<sup>st</sup> July 2007 as deadline for all new text and images to Design Studio, allowing sufficient time for design and production.

Theme champions identified:-

Learning	Steve Pearson
Achieving	Clark Herron
Alive	Damian Nightingale
Safe	Clark Herron
Proud	Tracy Holmes/Emma Kirkwood
Fairness	Tracy Holmes/Ken Wyatt
Sustainable Development	Paul Smith/Emma Bridge (via Sustainable Development Officers' Group)

TH to email all with resume of what is required for next meeting.

**Action: TH**

It was agreed a key theme should be identified for entrance area (last year had been Area Assemblies).

**Action: Discuss at next meeting**

e) Activity/Performance Area

TH to organize necessary events license documentation.

**Action: TH**

Tracy Holmes to circulate timetable for main arena supplied by Rotherham Show team – activity area programme must dovetail.

**Action: TH**

DN to approach Carole Bishop re question of funding for activities by Learning Disability service users, funded by Beacon monies last year.

**Action: DN**

Theme champions to canvass contributions to the activity/performance programme and report back to next meeting.

**Action: Theme Champions**

f) Official Show Programme

As usual, there will be two pages available for priority corporate information, and a Leader's message – to be drafted, and ideas collated, by TH. Alternate weekly bin collections may be appropriate.

**Action: TH**

Ads are being sold by Jane Cardie in Commercial and Promotional Services.

g) Consultation Issues

Dawn Price to be urged to attend next meeting to ensure consistent and co-ordinated approach to consultation activity.

**Action: TH**

h) Smokefree Issues

All tents at the show will be smokefree, except folks/jazz marquee. Appropriate signage would be required.

**Action: AP**

i) Tablecloths

VDeA to lead on this.

**Action: VDeA**

j) Remuneration of Staff Working At Rotherham Show

EK to check on position with Alan Swann/Phil Howe and report to next meeting.

**Action: EK**

4. Any Other Business

None raised.

5. Date and Time of Next Meeting

Monday 2<sup>nd</sup> July 2007, 1.30pm. Meeting Room 3, Town Hall.



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

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