

CABINET MEMBER FOR CULTURAL SERVICES AND SPORT

Venue: Eric Manns Building, 45 Moorgate Street,
Rotherham. S60 2RB

Date: Tuesday, 23rd February, 2010

Time: 10.00 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. Minutes of the previous meeting held on 9th February, 2010 (copy herewith)
4. Customer Care – 1st October to 31st December, 2009 (report herewith) (Pages 1 - 11)

Emma Hill, Customer Service Standards Co-ordinator, to report.
5. Credit Crunch and the Recession - Rotherham Libraries Response (report herewith) (Pages 12 - 15)

Bernard Murphy, Manager, Library and Information Service, to report.
6. Exclusion of the Press and Public.
The following item is likely to be considered in the absence of the press and public as being exempt under Paragraph 3 of Part 1 of Schedule 12A to the Local Government Act 1972 (as amended March 2006) (information relates to finance and business affairs):-
7. Grange Park Golf Club Ltd – Lease Extension (report herewith) (Pages 16 - 23)

Steve Hallsworth, Acting Director of Culture and Leisure, to report.

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:	Cultural Services and Sport Delegated Powers Meeting
2.	Date:	23rd February, 2010
3.	Title:	Customer Care – 1st October to 31st December, 2009
4.	Directorate:	Environment and Development Services

5. Summary

The following report details performance statistics for quarter 3 (October - December 09), against the Customer First Charter and suggests recommendations for improvement where necessary.

6. Recommendations

That the contents of the report be noted.

7. Proposals and Details

This report concentrates on the criterion detailed in the Customer First Charter.

Within the Customer First Charter are 5 minimum standards, each underpinned by a number of targets, these are:

We will answer enquiries professionally and courteously, and will aim to achieve the following response times:

Telephone Calls	Answer within 7 rings
Emails/online requests*	Acknowledge within 1 working day, followed by a full response within 10 working days (complaints will be excluded from this and dealt with separately)*
Letters from customers	Acknowledge within 3 working days, followed by a full written response within 10 working days
Appointments	Maximum waiting time of 5 minutes from agreed time
Complaints	If possible, complaints will be sorted on the spot. If this is not possible, complaints will be responded to in line with the Council's Corporate Complaints Procedure.

- This excludes "personal" email addresses for individuals

E- Casework Future Developments:-

The Corporate Access Group have agreed that E-Casework enquiries will also be included in the revised Customer Charter and a policy document is now being compiled by Bronwen Moss

Developments

Self-Monitoring

Self-monitoring of Parking Services and Development Control has been introduced.

Customer Service Excellence

In order to comply with and as part of the Customer Service Excellence Standard, publication of our Customer Charter statistics will have to be made available to members of the general public. This will be introduced via a dedicated Web Page for EDS. This

information will also be made available on a quarterly basis in Customer Service Points/Reception Points.

In addition as part of the Improvement Programme for Customer Service Excellence EDS we need to develop Service/Team based reporting on the standards. This will be addressed during the next quarter via the Customer Service Excellence Working Group.

Statistical Information

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

% of letter from the public acknowledged within 3 working days, target 100%

Service	No.	In Target	%
Culture & Leisure**	18	18	100%
Totals	673	641	95%

* Including letters received by Parking Services

** C&L only been monitored by P&Q Team since November 2009

% of letters responded to from the public within 10 working days, target 100%

Service	No.	In Target	%
Culture & Leisure*	18	16	88%
Totals	655	634	97%

*** Green Spaces have only been monitored by P&Q Team since November 2009 - other C&L services i.e. Visitors Centre/Archives/Museums/Library are self-monitored**

A system of sending reminders when outstanding letters are approaching the deadline is in place and this is working well and an improvement is evident on previous quarters.

% of telephone calls answered within 7 rings, target 90%

Both internal and external calls are monitored Monday – Friday 8:30am – 5:30pm

Service	%
Culture and Leisure	74
EDS Overall	94%

Recommendations for continuing to exceed target:-

- Staff to ensure calls are diverted to another phone when they are not present
- Staff to ensure that teams are covered Monday – Friday 8:30am – 5:30pm
- Senior Managers to be informed where teams are continually failing to meet target

Appointment maximum waiting time of 5 minutes from agreed time, target 100%

EDS are currently performing at **95%**

Recommendation for improvement:

- Currently statistical information for this area is only available for EDS overall, it is therefore, necessary to amend this information to reflect the performance of each Service Area as is done for the other targets. Reporting in this way will be introduced by quarter 3 and will enable further analysis of problem areas.
- Staff need to be reminded of the importance of receiving visitors promptly and within the 5 minute target set

% of complaints acknowledged and responded to within timescales in the Corporate Complaints procedure, target 100%

All complaints, comments and compliments for Environment and Development Services are monitored through the Siebel system.

% of complaints acknowledged with within timescale:

Service	%
Culture and Leisure	100%
EDS Overall	100%

% of complaints dealt with within timescale:

Service	%
Culture and Leisure	100%
EDS Overall	96%

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

Comparisons with other Directorates

Approved procedure for collation of stats to be discussed at future Corporate Access Group. When agreed this group will be the forum to consider and compare performance. In addition these figures will be added to the quarterly CMT report on Performance.

8. Finance

The main financial issue regarding customer care issues is in respect of the time involved. By improving customer care it should reduce the length of time staff are required to deal with customer complaints.

There may also be a financial implication if a complaint is accepted and compensation is paid.

9. Risks and Uncertainties

There are risks related to reputation and the customer perception of the Authority.

Risks are also present in terms of the accuracy of the performance information reported for answering letters to the public as the accuracy of this information is based on the timely return of data from each service area.

10. Policy and Performance Agenda Implications

Customer Service Excellence
Rotherham Achieving, Rotherham Alive and Rotherham Proud.

11. Background Papers and Consultation

All letters and complaints are logged on Siebel or the Answering Letters from the Public Database

A visitor waiting time log is kept in the Performance and Quality Section.

Orbital reports on answering the telephones are distributed to managers on a monthly basis. A summary spreadsheet of performance on answering telephones is kept in the Performance and Quality Section

Contact Name : Emma Hill, extension 2157, Customer Service Standards Co-ordinator emma.hill@rotherham.gov.uk

ENVIRONMENT AND DEVELOPMENT SERVICES

Complaints Statistics October 2009 – December 2009 – Appendix A

1. Complaints received by Directorate

	Stage 1		Stage 2		Stage 3		LGO		Totals	
	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum
Asset Management	2	3	0	0	0	0	0	0	2	3
Business Unit	0	0	0	0	0	0	0	0	0	0
Culture & Leisure	6	13	0	0	0	0	0	0	6	13
Planning&Regen.	3	17	2	6	0	1	0	0	5	24
Streetpride	13	41	2	4	0	1	0	0	15	47
Totals	24	62	4	10	0	2	0	0	28	88

2. Complaints received – by category

	Actions of staff		Quality of service		Lack of service		Delay in service		Cost of Service		Lack of information		Other		Totals	
	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	Cum
Asset Management	1	2	1	1	0	1	0	0	0	0	0	0	0	0	2	4
Business Unit	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Culture & Leisure	1	3	2	5	3	5	0	0	0	0	0	0	0	0	6	13
Planning & Regeneration	0	3	1	10	2	7	1	2	0	0	1	2	0	0	5	24
Streetpride	4	9	6	23	2	12	1	1	0	0	2	2	0	0	15	47
Totals	6	17	10	39	7	25	2	3	0	0	3	4	0	0	28	88

3. Stage 1 Complaints received by ward

Ward Number	Ward Name	Qtr.3	09/10 Cum
Ward1	Anston and Woodsetts	0	2
Ward 2	Boston Castle	0	6
Ward 3	Brinsworth and Catcliffe	1	1
Ward 4	Dinnington	1	3
Ward 5	Hellaby	1	10
Ward 6	Holderness	2	5
Ward 7	Hooper	2	3
Ward8	Kepple	2	4
Ward 9	Maltby	3	4
Ward 10	Rawmarsh	1	1
Ward 11	Rother Vale	1	2
Ward 12	Rotherham East	1	3
Ward 13	Rotherham West	0	1
Ward 14	Silverwood	1	5
Ward 15	Sitwell	1	6
Ward 16	Swinton	1	6
Ward 17	Valley	1	3
Ward 18	Wales	1	1
Ward 19	Wath	1	2
Ward 20	Wickersley	1	1
Ward 21	Wingfield	0	1
Outside Rotherham		2	10
Totals		24	80

4. Complaints closed by programme area– Overall Numbers

	Stage 1							
	Closed		Closed upheld		Closed partially upheld		Totals	
	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum
Asset Management	1	1	0	0	1	1	2	4
Business Unit	0	0	0	0	0	0	0	0
Culture & Leisure	2	7	1	1	3	5	6	13
Planning & Regeneration	4	13	1	2	0	4	5	19
Streetpride	9	25	0	3	5	13	13	27
Totals	16	46	2	6	9	24	26	63

	Stage 2							
	Closed		Closed upheld		Closed partially upheld		Totals	
	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum
Asset Management	0	0	0	0	0	0	0	0
Business Unit	0	0	0	0	0	0	0	0
Culture & Leisure	0	0	0	0	0	0	0	0
Planning & Regeneration	2	5	0	0	0	0	2	6
Streetpride	2	4	0	0	0	1	2	5
Totals	4	9	0	0	0	1	4	11

	Stage 3							
	Closed		Closed upheld		Closed partially upheld		Totals	
	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum
Asset Management	0	0	0	0	0	0	0	0
Business Unit	0	0	0	0	0	0	0	0
Culture & Leisure	0	0	0	0	0	0	0	0
Planning & Regeneration	0	0	0	0	0	1	0	1
Streetpride	0	0	0	0	0	2	0	2
Totals	0	0	0	0	0	0	0	3

5. **Complaints dealt with within complaint procedure timescales**

	Stage 1		Stage 2		Stage 3		Totals	
	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum
Asset Management	2 of 2	4 of 4	0 of 0	0 of 0	0 of 0	0 of 0	2 of 2	4 of 4
Business Unit	0 of 0	0 of 0	0 of 0	0 of 0	0 of 0	0 of 0	0 of 0	0 of 0
Culture and Leisure	6 of 6	13 of 13	0 of 0	0 of 0	0 of 0	0 of 0	6 of 6	13 of 13
Planning & Regeneration	2 of 3	16 of 17	2 of 2	6 of 6	0 of 0	1 of 1	4 of 5	23 of 24
Streetpride	13 of 13	39 of 52	2 of 2	4 of 4	0 of 0	2 of 2	15 of 15	45 of 47
Totals	23 of 24	72 of 75	4 of 4	10 of 10	0 of 0	3 of 3	27 of 28	85 of 88

6. Local Government Ombudsman Requests, percentage of complaints closed within the 28 day target.

	Closed – awaiting clarification		Maladministration with injustice		Local settlement		Maladministration		No maladministration		Ombudsman discontinuing		Outside jurisdiction		Performance	
	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum	Qtr.3	09/10 Cum
Asset Management	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Business Unit	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Culture and Leisure	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Planning & Regeneration	0	0	0	0	0	0	0	0	2	2	0	0	0	0	0	0
Streetpride	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Totals	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Key Service Improvements from Complaints

Service improvements resulting from complaints July 2009 – September 2009

Directorate	Issue	Recommendation	Action
Asset Management	Complaint about opening times of All Saint toilets	Open times to be displayed more clearly	Recommendations implemented and signposting to nearest alternative facility
Culture & Leisure	Customer complained that they didn't get the free refreshment as advertised during a special pantomime performance	Clearer mail shots to be produced in future saying where/when the refreshments will be served	All recommendations implemented
Culture & Leisure	Customer complained that the mobile library hadn't been received due to a scheduled MOT which customers hadn't been made aware of and then the customer received a reminder for over-due library books	Better customer contact details to be kept so that customers can be contacted when the mobile library is unable to get.	Spreadsheet of customer contact details being established

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Cabinet Member for Cultural Services and Sport
2.	Date:	23rd February, 2010
3.	Title:	Credit Crunch and the Recession - Rotherham Libraries Response
4.	Directorate:	EDS

5. Summary

How Rotherham MBC Library & Information Service provides support and information relevant to combating recession.

6. Recommendations

- **That our public libraries remain a central focus and channel for Rotherham's response to the recession**
- **That our public libraries are recognised as a key way of helping local people and local communities deal with the local and individual impacts of the recession.**
- **That this report be received.**

7. Proposals and Details

Rotherham Library and Information Service enjoys borough-wide trust and affection as a neutral, friendly and welcoming source of information. Our libraries are often a first point of contact when people have a query or want information on anything. This is particularly pertinent in times of recession when sometimes people need information / advice / guidance but don't really know where to go to in order to get it.

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

Libraries are also local centres for learning. This can sometimes be formal learning but we are better known as centres for informal, independent barrier free learning that knows no limits. Learning in our libraries is for everyone, individuals, groups, adults, children or families together. It's an ideal vehicle for self improvement and increasing knowledge and skills and preparation for employment.

The service takes every opportunity to remind users and the public that it is mainly free, and reminds people regularly that library borrowing is a low-cost alternative provider of audio-visual entertainment and leisure reading. All our activities, such as story times, author events and Rhymetime are well advertised – and marketed as free or low-cost. The appeal of these family friendly events is strong for families with tighter budgets.

Libraries in Rotherham are helping to bridge the digital divide. This is ever more important in times of recession. We see it as a key role of our libraries to open up free online access and provide support to help people get on-line. We try to give local people the basic IT skills that are needed in many workplaces.

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

Our Libraries have reference and lending stock on careers, writing CVs, job applications or jobs, improving skills and surviving interviews. It is well known that during times of recession, stress related illnesses are more prevalent. Libraries can help here too with books and other material for leisure and relaxation. There is also good range of material and information on combating stress and other mental health issues especially in our Books on Prescription collections.

People looking for employment, local and national newspapers, and some trade magazines, offer access to jobs pages as well as background careers information. A wide range of material on hobbies can help people diversify their interests. A good *Basic Skills* section can help people improve their job prospects by focussing on literacy and numeracy.

At the Central Library, the Business Section can offer company information for prospective applicants and interviewees and a wide range of resources for established SMEs (Small and Medium Sized Enterprises) to help develop their activities. Libraries frequently refer local businesses to the wide range of local training providers and sources of specialist advice and support, such as our partners in RiDO (Rotherham Investment and Development Office), Business Link, Barnsley & Rotherham Chamber and local colleges. Libraries work with partner organisations such as Next Steps and BEST (Business Employment Services Training), who find the library a convenient and conducive place to provide careers and training advice. The external advisors also refer their clients to the library's resources.

The careers advisors and start-up advisors attend weekly. Libraries work well with RiDO to support and promote its *Rotherham Enterprise* agenda – advisors hold regular weekly sessions in a number of our libraries – particularly in deprived areas – and we have been invited to host and participate in Information Roadshows.

In 2009, several libraries were the chosen venues for the RMBC-organised *Credit Crunch Road shows*. In recent years, Libraries have had a presence at the annual *Business Link Enterprise Show* at Meadowhall. Successful short-term displays have been mounted to give a background to the economic situation, politics and how business works. Library staff have attended the annual training days for staff at Jobcentre Plus with the aim of raising their awareness of the support which libraries can offer to those seeking employment.

In summary, our public libraries in Rotherham are essential services with the potential to empower, educate, transform and inspire individuals and communities in times of crisis, such as the present recession.

8. Finance

The work of Rotherham's Library and Information Service in this area will continue to be financed from existing budgets.

9. Risks and Uncertainties

None

10. Policy and Performance Agenda Implications

Business advice has impact on Sustainable Development and all 5 Regeneration priorities. Access to careers advice and stock, likewise.

Strategic roles that Rotherham libraries can play in aiding economic recovery:

- Neutral, non-threatening and free sources of information

- Help for people in developing life skills, especially skills that allow them to compete more effectively in the employment market, and help the economy grow
- Support for the growth of social capital and community cohesion at a time when that cohesion may be most tested by fear and ignorance.
- Bridging the digital divide – inclusion

There is a health impact through Books On Prescription and growing staff confidence in using NHS Choices. This is really around information on the stress –related illnesses that inevitably come to the fore, in times of recession.

11. Background Papers and Consultation

- Rooney-Browne, Christine - Rising to the challenge: a look at the role of public libraries in times of recession (Article - Library Review 2009 58(5) 341-352).
- Digital Britain (White Paper and various Government consultations and reports 2009)
- The Learning Revolution (BIS White Paper on Informal Adult Learning March 2009)
- Learning Through Life (NIACE , September 2009)

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