

Progress on gaining customer feedback & experiences

Performance and Quality Team

Background

**DfE The Munro Review of Child Protection: Final Report - A child-centred system
May 2011**

Recommendation No 3:

*“The new inspection framework should **examine the child’s journey** from needing to receiving help, explore **how the rights, wishes, feelings and experiences** of children and young people **inform and shape the provision of services**, and look at the effectiveness of the help provided to children, young people and their families”*

**Ofsted - Inspection of local authority arrangements for the protection of children -
July 2012**

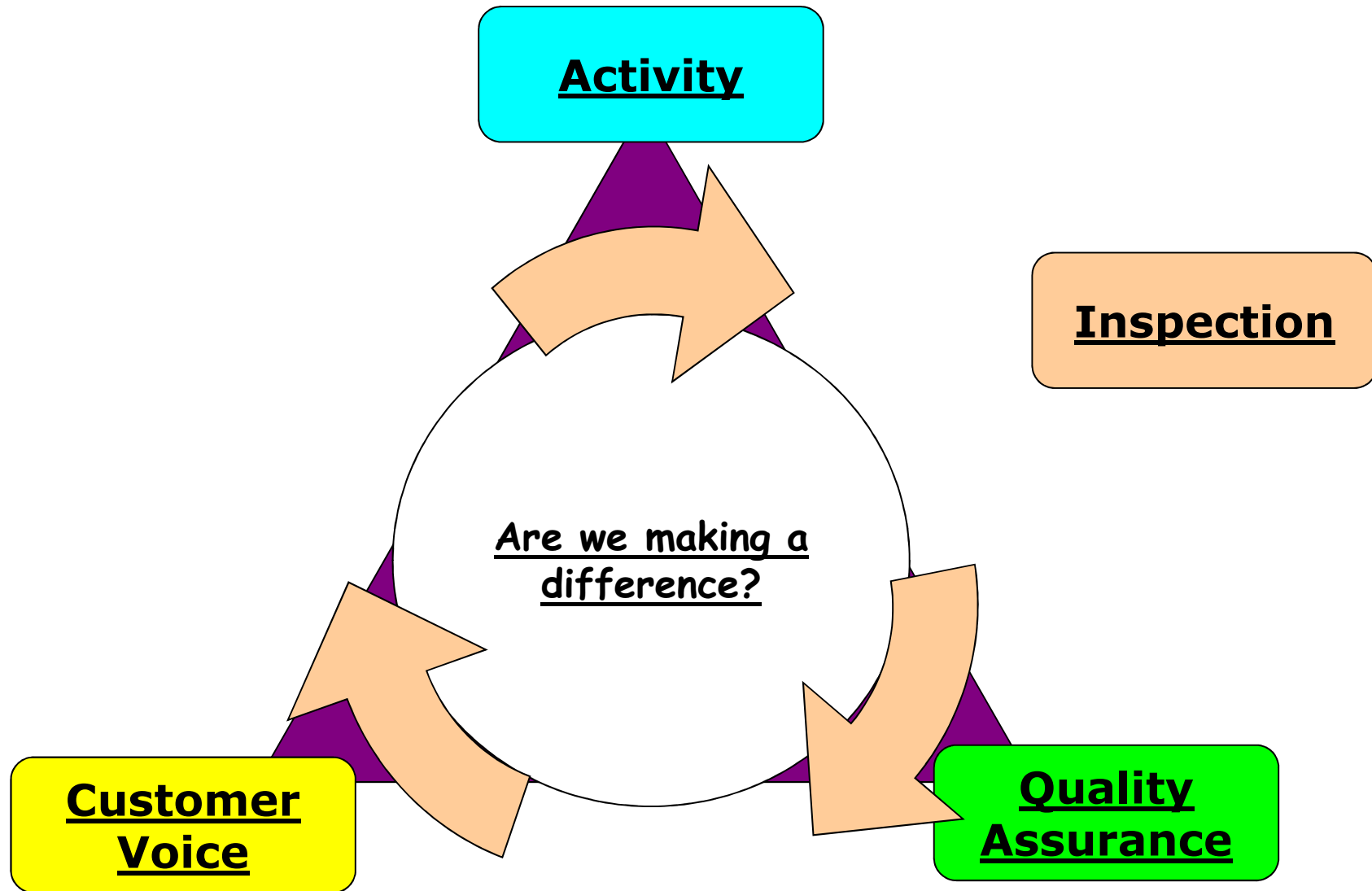
Recommendation within six months:

*“Develop and implement **systems** to collate and **evaluate feedback** from children and families subject to child protection processes and **use this feedback to inform service development**”*

Our Aims

- To develop the **“learning from customers”** culture across the CYPS
- To develop a performance management culture which is not just about targets, indicators and statistics, but where it is **also about real life experiences and outcomes**
- Where the **voice of the child, parent and family** is considered alongside statistical data, quality assurance findings, learning from complaints and finance to improve services

Children and Young People Services

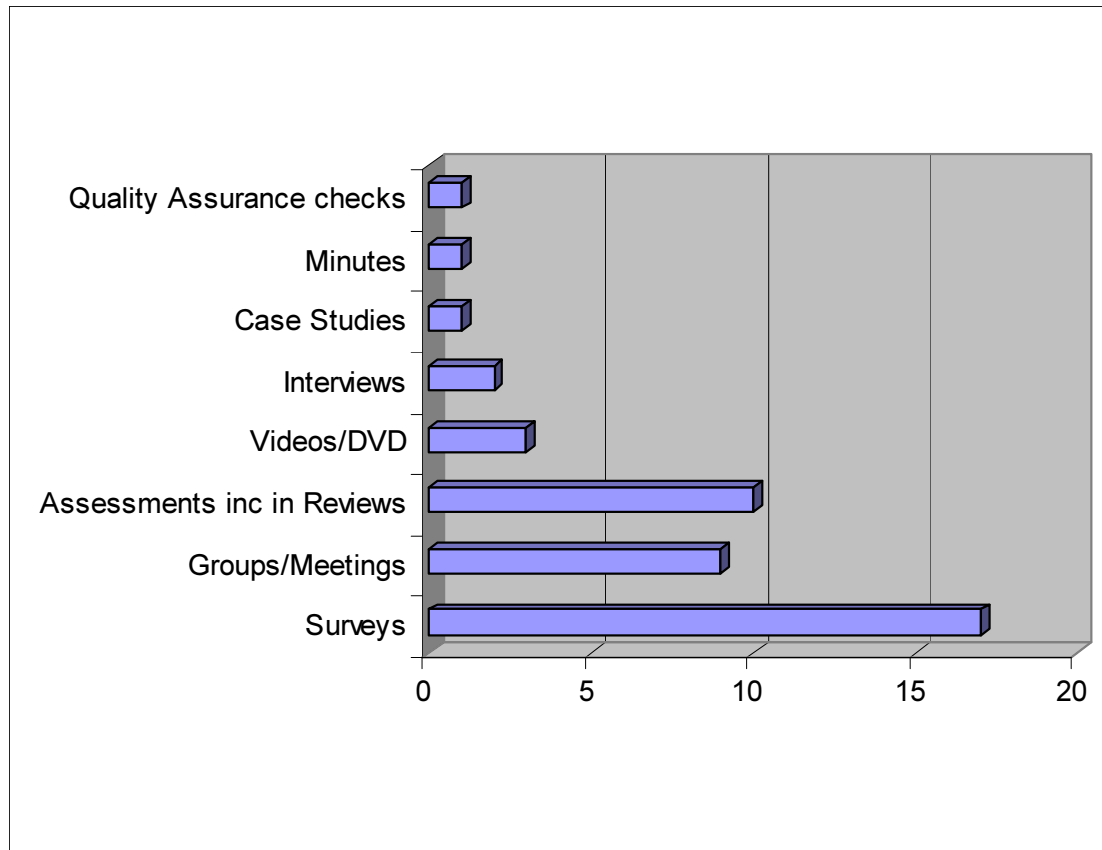


Establishing a baseline

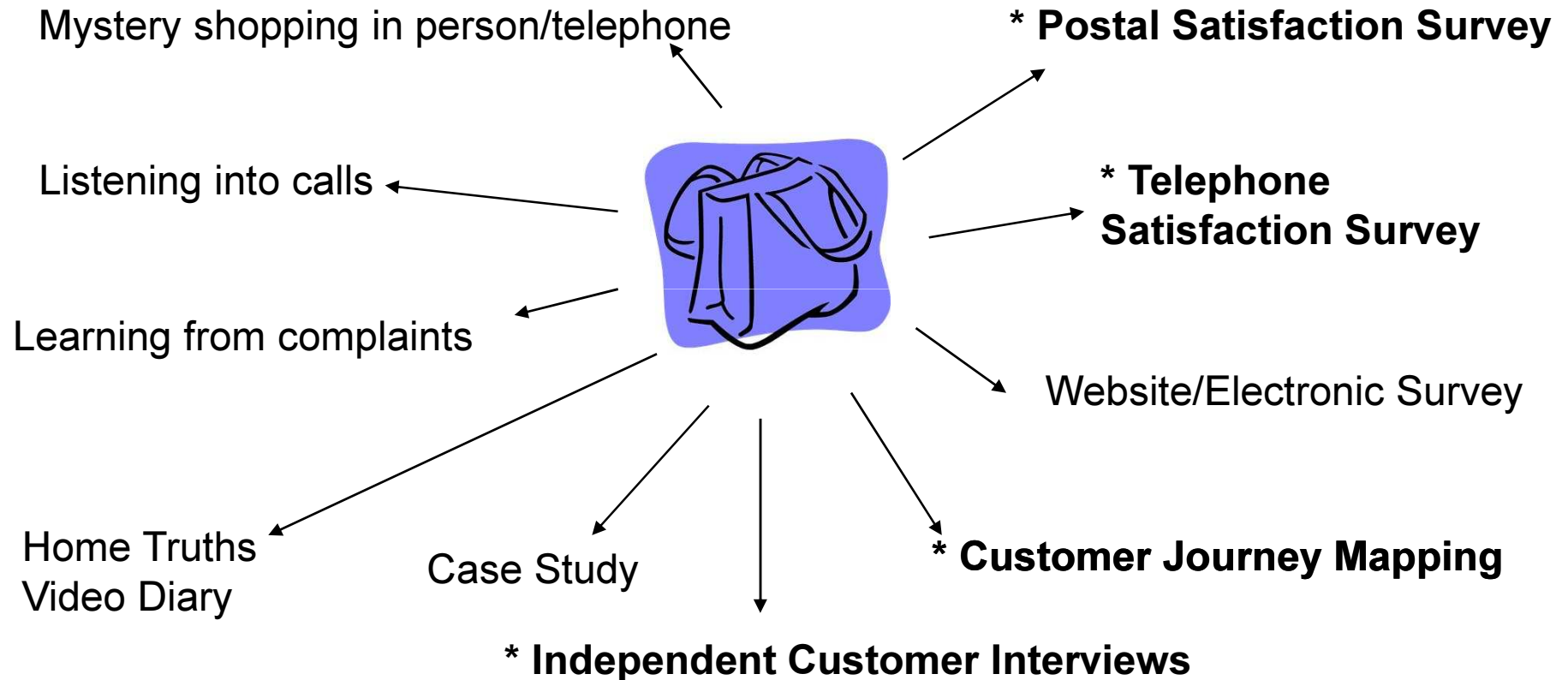
How do we currently obtain feedback?

- ❖ Every team across CYPS have now documented and reviewed (with the support of the P&Q Team) the activities they use to capture feedback from child(ren), parents and carers using our Services

How teams met with currently capture customer feedback



What is the most appropriate activity? P&Q team can support



Support focus to date

- ❖ Operational Safeguarding
- ❖ Adoption
- ❖ Fostering Recruitment and Selection
- ❖ Fostering Supervisory

Operational safeguarding

- ❖ Completed a pilot using semi-structured **face to face interviews** with families after Case Conference Reviews
- ❖ Updated questions and answers around Safeguarding on RMBC **website**
- ❖ Setup the facility for Case Conference Chairs to capture on **case notes on CCM** the child's/parents views from 1:1 meeting prior to conference (embedded)

Examples of 1:1 meeting case notes

“Child X said he was ok and didn't feel he needed a plan of protection. Discussed with Child X if he felt comfortable sharing his views in the meeting or if he wanted me to say anything on his behalf. Child X said he felt ok to say.”

“As chair of conference it was clear the children had experienced difficulties in trusting professionals in particular social care to express their feelings due to historical experiences they had”.

More activities carried out

- ❖ **Case Conference booklets** are being redesigned and now include a separate page for obtaining the views of the child(ren)/parents prior to Case Conference.
- ❖ **A text message facility** is currently being set up to give children/parents/carers a more modern and faster way to put forward their views prior to Case Conference

Adoption

- **Customer Journey Mapping**

[tracking the customers' experience of our Services from initial point of contact to completion of their journey via telephone conversations]

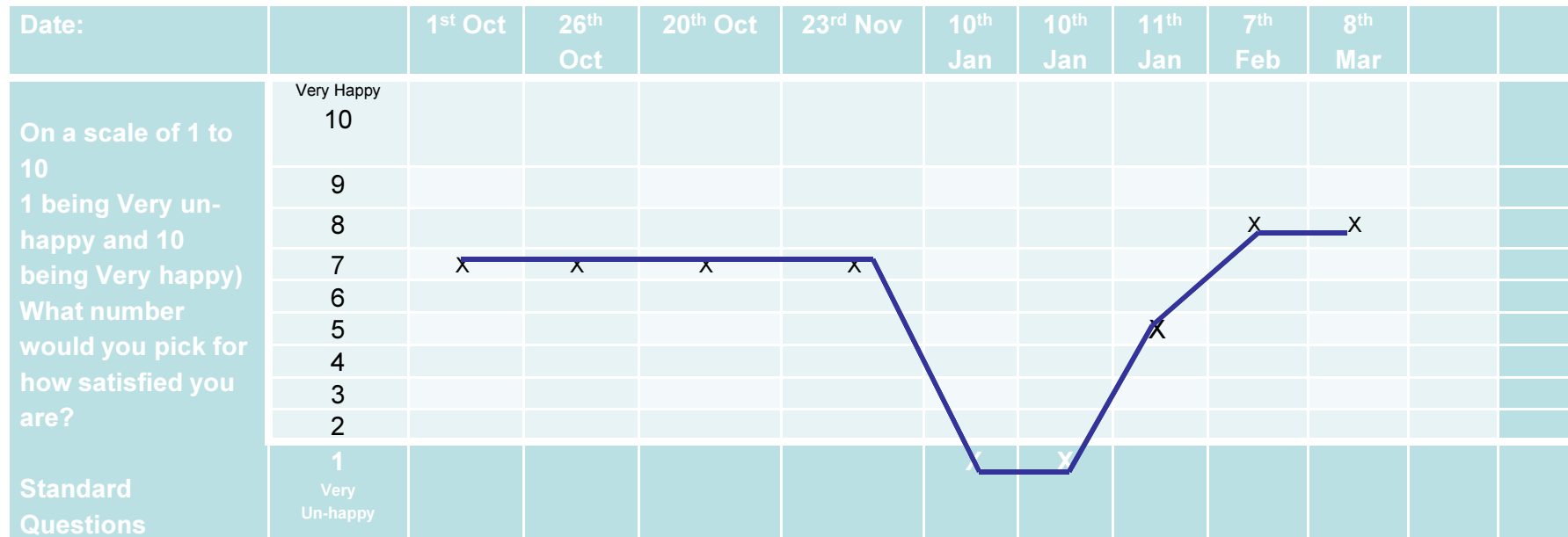
- ❖ Currently following 2 people wanting to become Adoptive Parents

1st journey started in September 2012 and went to matching panel last week
(this couple already Fostered the child from being very young)

2nd journey started in October 2012 and is due at panel in May 2013
(this couple had an agency social worker who let them down and questioned whether or not to continue adopting with Rotherham Council)

Journey Map highs and lows – Adoption

Satisfaction levels - Louisa



Key Points: Communication “Since the visit in November we heard nothing”

Customer Comments: “The whole process has made me feel I don’t want to use Rotherham and use an Adoption agency instead”

Customer activities carried out for Fostering

- **Customer Journey Mapping**

- ❖ Currently following 2 people wanting to become Foster Carers

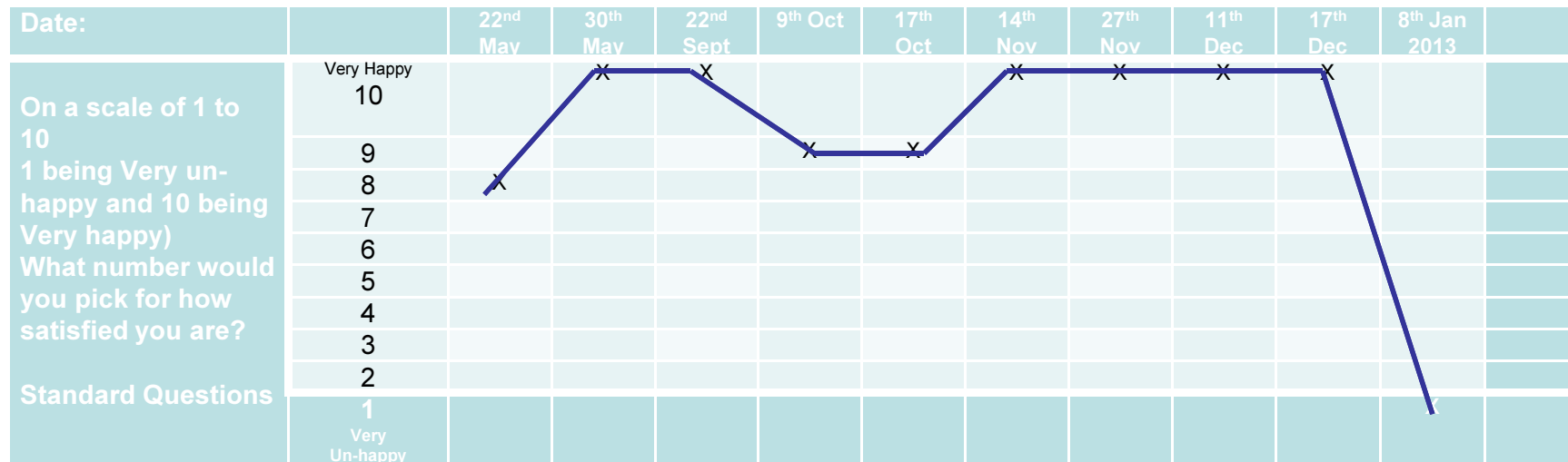
1st journey started in October 2012 and have a date for panel in May 2013.

This couple have been thinking about it for a while. They visited Rotherham Show in 2011 and revisited the show in 2012 (“They feel really good about the process so far. Their social worker is lovely and easy to chat too”)

2nd journey started in May 2012 last year but unfortunately ended in January this year due to information being withheld from the customers about their dogs

Journey Map highs and lows

Completed – Joanne & Neil



Key Points: The robustness of our assessments has proved worthwhile

Customer Comments: “We are really gutted we cannot continue but understand why the decision has been made, but the dogs are an important part of our lives”

Fostering

Over 20% of the Foster Carers registered with us have taken part in Telephone Surveys

Surveys were first carried out in September last year and every month since capturing feedback on their:

- initial point of contact
- experience at their first Panel

❖ There has been a change in the customers experience

Fostering

The Supervisory team survey focussed on:

- the foster carers expectations of fostering
- supervision and support received
- their ideas on how they would change Fostering
- what makes it rewarding for them

❖ **Changes suggested were around:**

- the lack of availability, communication and support from the child's social workers
- removing/amending/clarifying rules and regulations preventing the children from being treated as "normal" as possible (e.g bathing, hairdressers, going for tea, going on holiday)

Fostering Supervisory Telephone Survey Feedback

"when ever I phone day or night or even when she is not at work I always get her full support"

"fostering was a bit of an eye-opener"

I felt "fully prepared"

"I wished I'd done it sooner"

"they've been fantastic"

"had loads of support"

"the training has been very good and useful"

"it makes us do more things"

Adoption Telephone Survey Feedback

“the training was brilliant, the trainers were fantastic”

“we first contacted Rotherham in February 2012 and got approved as adopters in September”

“meeting other adopters was really good. Speaking to them about the process they have gone through was really helpful”

“the training was very intense. It really opened our eyes and made us think differently”

“I personally think the whole adoption process needs an overhaul”

“I think a buddy scheme would be a good idea. You could call someone or txt and ask questions you might not want to ask your social worker”

Next Steps:

- Services to change feedback activities accordingly
- Customer feedback to be collated by P&Q and included in performance reports
- Primarily focus should be on 'the child'
- Evidence that we listen and act through service improvement. (*Remember Outputs vs Outcomes*)

Question posed to M2/M3 managers

Your task was to think about your **customers** and their journey:

Q1: How do you know your team is providing a **quality** service to your customers?

Q2: When is the best part of the journey to obtain feedback?

Q3: Are you using the most appropriate methods?

Q4: What improvements have you made as a result of the feedback?

Q5: What evidence have you got to show this?