

South Cambridgeshire District Council

Community & Customer Services



SERVICE PLAN (DRAFT)

Appendix A - Operational Plan

2010/11 to 2012/13



INVESTORS IN PEOPLE

OPERATIONAL PLAN: Community and Customer Services (Partnerships)

Relevant Council Aim/s:

- A. We are committed to being a listening council, providing first class services accessible to all
- B. We are committed to ensuring that South Cambridgeshire continues to be a safe and healthy place for you and your family
- E. We are committed to providing a voice for rural life

Relevant Council Approach/es:

- A (i) listening to and engaging with our local community
- A (ii) working with voluntary organisations, Parish Councils and Cambridgeshire County Council to improve services through partnership
- A (iii) making South Cambridgeshire District Council more open and accessible
- B (i) working closely through our Crime and Disorder Reduction Partnership to reduce crime and the fear of crime
- B (ii) working with partners to combat Anti Social Behaviour
- E (ii) working more closely with Parish Councils and local Groups
- E (v) playing our part in improving rural services including transport links

Service Objective: To work with local people and partners to co-produce strong, safe and sustainable communities

Supporting Objective	Performance Indicator or SMART Milestone	PI target or deadline (month) for action			Lead Officer
		2010/11	2011/12	2012/13	
Promote and support effective partnership action through ensuring robust governance, council engagement and appropriate leadership	For the council's significant partnerships, reduce the % of risk management 'likelihood scores' that are 2 or less (01/04/08 = 5.28%)	2%	0%	0%	Partnerships Manager
Promote and support effective community engagement, providing opportunities for individuals and organisations to influence decision-making	NI 004 (LAA) - % of people who feel they can influence decisions in their locality (2008 Place Survey = SC 33.6%)	34% - investigate proxy indicators	No Place Survey in 11/12	35%	Partnerships Manager
Support, engage and empower the third sector	NI 007 (LAA) - Environment for a thriving third sector (2008 Survey = countywide 15.3%)	19.2% - investigate proxy indicators	LAA targets only set until 10/11	LAA targets only set until 10/11	Partnerships Officer
	% 1-year agreement funding paid out by end Q1	100%	100%	100%	Partnerships Officer

	% 1 st instalment (or total if under £15,000) 3-year agreement funding paid out by end Q1, subject to monitoring information received	100%	100%	100%	Partnerships Officer
	% 2 nd instalment (where applicable) 3-year agreement funding paid out by end Q3, subject to monitoring information received	100%	100%	100%	Partnerships Officer
	% Service Level Agreement funded organisations visited by December	100%	100%	100%	Partnerships Officer
	Number of Compact non-compliance complaints received	0	0	0	Partnerships Officer
Support, engage and empower parish councils	Average number of Parish Councils attending bi-annual meeting with Cabinet	34	34	34	Community Liaison Support Assistant
	Increase total number of parishes having completed a parish plan (Sept 2009/10 = 26 accumulative)	29	32	35	Community Liaison Support Assistant
	% Parish Councils attending at least 1 neighbourhood panel meeting per annum	95%	95%	95%	Community Liaison Support Assistant
Work together with partners to tackle anti-social behaviour and the impact it has on local communities	NI 017 (LAA) – Perceptions of anti-social behaviour (2008 Place Survey = SC 7.5%)	7.5% - investigate proxy indicators	No Place Survey in 11/12	7.5%	Community Safety Officer
	NI 021 (LAA) – Dealing with local concerns about anti-social behaviour and crime by the local council and police (2008 Place Survey = SC 26.7%)	28.5% - investigate proxy indicators	No Place Survey in 11/12	30%	Community Safety Officer
	NI 027 – Understanding of local concerns about anti-social behaviour and crime by the local council and police (2008 Place Survey = SC 27.5%)	27.5% - investigate proxy indicators	No Place Survey in 11/12	27.5%	Community Safety Officer

Work together with partners to reduce crime and the fear of crime	NI 016 (LAA) – Serious acquisitive crime rate (March 2009 = SC 2.63)	2.58	2.58	2.58	Community Safety Officer
	NI 032 (LAA) – Repeat incidents of domestic violence (2008/09 = countywide 31%)	28%	LAA targets only set until 10/11	LAA targets only set until 10/11	Community Safety Officer
	% people who feel very or fairly safe when outside in their local area after dark (2008 Place Survey = SC 70%)	70%	N/A	70%	Community Safety Officer

OPERATIONAL PLAN: Community and Customer Services (Electoral Services)

Relevant Council Aim/s: WE ARE COMMITTED TO BEING A LISTENING COUNCIL, PROVIDING FIRST CLASS SERVICES ACCESSIBLE TO ALL and WE ARE COMMITTED TO PROVIDING A VOICE FOR RURAL LIFE

Relevant Council Approach/es: Making South Cambridgeshire District Council more open and accessible, achieving improved customer satisfaction with our services, ensuring that the Council demonstrates value for money in the way it works

Service Objective: To support the democratic process by striving to make voting and voter registration easier, secure and more accessible to all, using the most up to date methods.

Supporting Objective	Performance Indicator or SMART Milestone	PI target or deadline (month) for action			Lead Officer
		2010/11	2011/12	2012/13	
Ensure electoral services meet at least the performance standard for all standards imposed on the ERO and RO		Annual response	Annual response	Annual response	Laura Lock
Successfully run District Council Elections in May 2010		May 2010	-	-	Laura Lock
Successfully run UK Parliamentary Elections by June 2010		June 2010	-	-	Laura Lock
Implement new legislation regarding individual registration		January 2011	Annual response	Annual response	Laura Lock
Publish most accurate register of electors by using all sources available to the ERO		December 2010	December 2011	December 2012	Laura Lock
Work with council tax to provide registration forms to all home movers		Continuous	Continuous	Continuous	Laura Lock
Publicise Elections and Electoral Registration annually through South Cambs Magazine		October 2010	October 2011	October 2012	Laura Lock

OPERATIONAL PLAN: Community and Customer Services (Communications)

Relevant Council Aim/s:

- A. We are committed to being a listening council, providing first class services accessible to all
- B. We are committed to ensuring that South Cambridgeshire continues to be a safe and healthy place for you and your family
- E. We are committed to providing a voice for rural life

Relevant Council Approach/es:

- A (i) listening to and engaging with our local community
- A (iii) making South Cambridgeshire District Council more open and accessible

Service Objectives:

- The council is held in high repute by all stakeholders for its services and the leadership it gives to all South Cambridgeshire communities
- Members and staff feel well informed and act as advocates for the council with all stakeholder groups
- The council is valued by residents and all stakeholders for the quality of the services it delivers and its successes in championing the needs of South Cambridgeshire at the local, regional and national level.

Supporting Objective	Performance Indicator or SMART Milestone	PI target or deadline (month) for action			Lead Officer
		2010/11	2011/12	2012/13	
Develop communications styles that are open, inclusive, honest, positive and in Plain Language.	Plain English guidance rolled out across organisation	Explore options for inclusion in induction procedures	1x awareness raising event	1x awareness raising event	Kelly Quigley
	Best practice employed in publications to reach traditionally less heard residents	Introduce corporate roll out of best practice	80% of corporate publications meet corporate guidelines	83% of corporate publications meet corporate guidelines	Georgina Hayward
Manage communications throughout the Council so that good communications (adhering to standards) is part and parcel of everyday planning and delivery.	Introduce a reporting framework for communications, linked to the performance management system	Evaluate key communication mechanisms against reporting framework	Set ongoing target against framework		Georgina Hayward / Policy
	Council always comments in relevant stories when approached by local media	0 'no comment' in local media	0 'no comment' in local media	0 'no comment' in local media	Georgina Hayward / relevant spokespeople
	Develop annual media plan agreed by SMT in line with corporate objectives	Annual media plan produced and updated by January each year.			Kelly Quigley

	Support organisational change post housing ballot	As per housing service communications plan			Georgina Hayward
	Support Growth programme through delivery of communications plan	Agree and deliver growth communications plan			Georgina Hayward
Develop internal communication systems that provide staff and councillors with appropriate skills and information to act as informed and enthusiastic ambassadors for the organisation.	% increase in intranet usage as preferred source of information (staff survey) (17% in August 2006)	35%	40%	40%	Georgina Hayward
	Measure changed to useful in 2008 staff survey – 75%)	Awaiting results of staff survey 09			
	% of staff who feel well informed (staff survey) (59% in 2006) (63% in 2008/9)	Awaiting results of staff survey 09			Georgina Hayward
	Maintain, review and update Corporate Brief	Annual review of Corporate Brief and action plan developed where necessary – subject to resources available			Georgina Hayward
	Deliver regular Chief Executive message to staff	Review feedback and take action where necessary			Georgina Hayward
	Annual survey of member communication needs				Georgina Hayward
Residents and partners recognise and value the services delivered by Council.	Relevant officers & councillors trained to represent Council in news communications	All members of Cabinet and corporate managers receive media training once every two years			Georgina Hayward
	% of media plan delivered	80%	80%	80%	Georgina Hayward
	Public perception of Council overall as per the place survey				Georgina Hayward
Internal and external communications reflect and promote equality and diversity	All external publications reflect and promote diversity of age, gender, race, sexuality, disability, religion				
	Internal publications reflect and promote diversity in the workforce				

