



AGENDA ITEM:

SUMMARY

Report for:	Housing and Community Overview & Scrutiny
Date of meeting:	16 June 2021
PART:	
If Part II, reason:	

Title of report:	Quarter 4 Performance Report – Children Services & Community Safety Partnership, Customer Services, The Old Town Hall, Communications and Community Partnerships
Contact:	<p>Cllr Julie Banks, Portfolio Holder for Community and Regulatory Services</p> <p>Author/Responsible Officers: Mark Gaynor (Director – Housing and Regeneration) Linda Roberts (Assistant Director – People, Performance and Innovation) Layna Warden (Group Manager – Communities) Matt Rawdon (Group Manager – People) Joe Guiton (Community Safety and Children services Team Leader) Sara Railson (Arts Team Leader) Alex Care (Community Partnerships and Wellbeing Team Leader) Kelvin Soley (Communications Team Leader) Tracy Lancashire (Customer Service Team Leader)</p>
Purpose of report:	Monitoring and information
Recommendations	That Members note the report and identify any areas where they require additional information
Corporate objectives:	Building strong and vibrant communities Delivering an efficient and modern council
Implications:	<u>Financial</u> Within existing budgets
'Value For Money Implications'	<u>Value for Money</u> Services are regularly reviewed to ensure they are efficiently delivered and commercial opportunities are actively sought.
Risk Implications	None at this stage.
Equalities Implications	None at this stage.

Health And Safety Implications	None at this stage.
Consultees:	Service Team Leaders

1. Introduction

1.1 This paper will provide an update on service performance over Q4 2020/2021 and also highlight key achievements over this same period.

2. Performance Reports 2020/21 – Quarter 4

2.1 Quarter 4 performance is detailed below. Members will note that overall performance is positive for quarter 4. Some data is not available for this quarter due to the service not being available during the pandemic.

2.2 The Customer Service Unit (CSU) had a positive quarter with all measureable targets being achieved.

OSC Report - Housing & Community - Performance, People and Innovation Mar-2021					
Indicator Name	Results Mar-2021	Last Months Results Dec-20	Last Years Results Mar-20	RAG	Comments
Dacorum Delivers - Performance excellence					
CSU10 - Call Handling: Average wait time	150.33 Second(s) Target: 300 Second(s)	137 Second(s) Target: 300 Second(s)	325 Second(s) Target: 300 Second(s)	0 0 4	Approver Comments: KPI Achieved.
CSU11 - Call Handling: Abandoned Call Rate	6.73% 1835 / 27255 Target: 20%	7.03% 1688 / 24004 Target: 20%	10.94% 3077 / 28131 Target: 20%	0 0 4	Approver Comments: KPI Achieved
CSU12 - Face to Face; Average Wait Time	No Data Target: 450 Second(s)	0 Second(s) Target: 450 Second(s)	203 Second(s) Target: 450 Second(s)	0 0 3	Approver Comments: No face to face meetings during this period due to CV-19.
Dacorum Delivers - Reputation and profile delivery					
CSU06 - Percentage of customers satisfied with service received from the Customer Service unit	99.85% 4713 / 4720 Target: 80%	99.92% 2459 / 2461 Target: 80%	100% 634 / 634 Target: 80%	0 0 4	Approver Comments: KPI Achieved.
Building Community Capacity - Empower local community action and delivery					
CYP01a - Number of children attending Adventure Playgrounds	0 Attendances Info Only	0 Attendances Info Only	2102 Attendances Info Only		Updater Comments: Playgrounds closed due to Covid 19. This qtr falls within the winter closure of the playgrounds

3. Quarter 4 Achievements

The following achievements are a sample of the projects/work undertaken by this group of services during the quarter 4 in 2020/2021.

3.1 The Old Town Hall

- 3.1.1 The Old Town Hall along with all other theatres in the country remained closed to the public in line with government guidelines.
- 3.1.2 The Marketing and Sales Lead Officer has completed the design brief for the new Old Town Hall website. We have had several expressions of interest and interviews will be held in May. This will also enable the possibility of live streaming in the future.
- 3.1.3 Building maintenance is up to date including some minor internal decorations
- 3.1.4 The Old Town Hall team has worked to prepare a training schedule for our front of house teams who have been out of the building for more than a year. The refresh and re-train programme is aimed at supporting their return to working in the venue and working safely alongside the public for some summer outdoor events and the indoor programme commencing in the autumn.
- 3.1.5 The Old Town Hall team has also supported colleagues in other departments when required.

3.2 Customer Services Unit (CSU)

- 3.2.1 Staff continue to work from home and all KPI's met for telephone call response.
- 3.2.2 Work has commenced to prepare for a return to the Forum, liaising with other departments to see how they will be working post June.
- 3.2.3 Carried out additional Safeguarding training for staff to provide them with the skills and knowledge to assist in supporting customers. Undertook all team appraisals.

3.3 Communications

- 3.3.1 External communications (across all channels) – we have delivered on external PR campaigns and projects such as the Local Plan communications and engagement programme; first new council homes in 2021 (Gaddesden Row); council tax and business rates, refurbishment and new play equipment at adventure playgrounds in Adeyfield and Grovehill; LoyalFree business app launch and the start of garden waste collections 2021.
- 3.3.2 Internal communications – design and implementation of internal campaigns and projects including the Staff Update Session in February 2021 (attended

by SLT, Leader of the Council, Deputy Leader of the Council and 200+ staff); end of year finance communications campaign; staff health and wellbeing action plan and communications programme; 48 internal campaigns (service information campaigns and COVID-specific campaigns and messaging); and issued 12 IMT information cascades for Managers of People.

3.3.3 Publications and design – content management, design and delivery of 12 issues of Digital Digest (11,000+ subscribers), 12 issues of Members News; Local Plan summary guide and virtual exhibition; Members directory to SLT and CLT; Private Sector Housing news; Healthy Hub monthly newsletter and Council tax and business rates leaflets.

3.3.4 Covid-19 Communications – Ongoing support during the Covid-19 pandemic. This includes dedicated campaigns such as the introduction of national lockdown on 4 January 2021; communication and advertising grants schemes; self-isolation guidance; public information campaigns from the Cabinet Office; public health campaigns from Public Health England and Local Resilience Forum; and service specific campaigns and updates from DBC services.

3.5.5 Social media and website statistics

Dacorum Facebook – January to March 2021

Connections – 9,100 (increase of 265 on Q3 2020)

Link clicks – 6,497 (decrease of 4,400 on Q3 2020)

Messages sent - 323 (decrease of 7 on Q3 2020)

Dacorum Twitter – January to March 2021

Connections – 8,539 (increase of 129 on Q3 2020)

Link clicks – 1,634 (decrease of 564 on Q3 2020)

Messages sent - 321 (increase of 1 from Q3 2020)

Marketing Analytics - Top posts					
Top 5 posts/campaigns by clicks/shares					
Account	Reach	Shares	Likes	Comments	Campaign
Dacorum Facebook (@dacorum)	18,704	38	18	8	Garden Waste Collections 2021
Dacorum Facebook (@dacorum)	2,843	23	17	0	Stay home. Protect the NHS. Save lives campaign.
Dacorum Facebook (@dacorum)	9,548	25	4	8	Dacorum Local Plan 2020-2038
Dacorum Facebook (@dacorum)	3,340	28	18	4	Rapid testing for asymptomatic people (those without symptoms) is now available in

					Dacorum.
Dacorum Facebook (@dacorum)	5,145	16	29	27	Electric vehicle survey

Website analytics – January to March 2021		
Most viewed pages	Page views	Unique page views
	1,415,416 % of Total: 100.00%	1,009,146 % of Total: (100%)
1. Council Services – Payment Portal	128,213 (9.06%)	55,657 (5.52%)
2. Dacorum Borough Council Home Page	127,947 (9.04%)	102,111 (10.12%)
3. My Bin Collections	114,210 (8.07%)	47,794 (4.74%)
4. Search planning applications	63,468 (4.48%)	48,835 (4.84%)
5. When are my bins collected	57,892 (4.09%)	49,888 (4.94%)
6. Search Dacorum Borough Council	49,545 (3.50%)	40,880 (4.05%)
7. Payment summary – Payment Portal	36,736 (2.60%)	26,432 (2.62%)
8. Complete you shopping – Payment Portal	32,252 (2.28%)	25,863 (2.56%)
9. Transaction complete – Payment Portal	30,327 (2.14%)	28,655 (2.84%)
10. Waste services extra questions	28,120 (1.99%)	9,457 (0.94%)

3.4 Community Safety Partnership and Children Services

3.4.1 The Community Safety Team has assisted in the allocation of the Winter Grants Scheme for households on capped housing benefit. In total 91 families received a grant of £180 each in vouchers to purchase food and essential items such as nappies and clothes.

3.4.2 The Adventure Playgrounds remain closed due to the pandemic but staff have been working on other projects including Fit, Fed and Read and making use of the facilities for toddler and mud kitchen groups allowed within. Works to install new play and sporting facilities at Grovehill and Adeyfield are now complete. There has been a great response to the new 3G pitches with lots of long term bookings and enquiries and more information on this will be available in the next quarter.

3.4.3 The Verge Hardening sites have been completed in Great Heart, Highfield, Upper Sales, Chaulden, Brickmakers Lane, Leverstock Green, Fallowfield Walk, Gadebridge and The Holt, Adeyfield. Northridge Way which also received planning permission is due to start at the end of March 21.

3.5 Community Partnerships

Physical activity, Wellbeing, Arts and Culture

- 3.5.1 A final Herts Year of Culture 2020 Celebration Event took place online on 2nd March, hosted by Cllr. Terry Douris, which was attended by nearly 100 people from the creative and cultural sector across Herts. Annie Smith from DBC sat on the discussion panel and it was positive to see Dacorum featuring in most areas of the event, demonstrating our active involvement and achievements through the year.
- 3.5.2 A number of online courses were launched in January to focus on health, wellbeing and physical activity. This includes Shape up – a 12 week Male Weight Management Programme, Online Seated dance sessions – part funded by the Supported Housing Service and Chatty Café – a drop in session to help isolation and loneliness. The Colourful Minds course providing creative arts therapy to those with mental health issues had really positive feedback with the wellbeing outcomes showing a £30k net benefit in social value. Additionally Wake up and Dance had on average 32 people per day join with a total attendance for March of 648 proving a number of residents with an active start to their day.
- 3.5.3 A couple of working groups have been launched to bring together representatives from DBC, Herts County Council, local sports groups and the community and voluntary sector to focus on sports provision. This enables us to consider the wider Local Plan when looking at future sports provision and how National Governing Sports Bodies can play a part in funding and support. This partnership working and the communication through these groups is helping to progress the Physical Activity and Sport Annual Action plan and an update on this will be presented back to the Housing and Communities Overview and Scrutiny Committee later this year.
- 3.5.4 A Walk Dacorum virtual walking event was launched where residents signed up to complete 154,800 steps throughout the month of March which was the current population of Dacorum at the time of the event setup. A minimum donation of £5 per entrant was donated to the Mayors charity. The event sold out (125 tickets) and raised £710 for the Daisy Cave foundation. All participants received a medal for taking part and some great feedback was received by those in particular with residents who were recovering from Covid-19 and felt this motivated them to be active and get back outside again.

Healthy Hub

- 3.5.5 The pandemic has impacted the ability for the Healthy Hub to host in person sessions, however due to a marketing campaign and increased presence on social media, referrals for Q4 have increased with residents predominantly approaching for help with Debt, Mental Health, housing support and physical activities. Some new figures have been collected as below and will also be included in future reports

Referrals- 339 (increase of 80 on Q3 2020)

Website – 408 people visited in Q4 2021

Facebook – 261 followers end of Q4 2021 and page reached 36,274 people

Twitter - 71 followers end of Q4 2021 and 11,759 tweet impressions

- 3.5.6 A new monthly newsletter started in February providing a roundup of local health and wellbeing updates and national Public Health England messages on COVID-19. This currently has 82 subscribers and provides details of

projects with Herts Mind Network, Citizens Advice and the South Hill Centre. These projects have had a strong increase in uptake in Q4 and we hope we can continue these partnerships as we look to become self-sustaining. Our projects will continue to increase in engagement as we begin to open up physically, starting in May 2021 with the South Hill Centre physical drop-ins. We also have relationships with our organisations such as Beezee Bodies, Mediation Herts, Hertfordshire Wellbeing Centre (HPFT), Community Action Dacorum, Age UK Hertfordshire and Gamcare.

Community Grants

3.5.7 The community grants scheme has been running successfully at Dacorum since 2014. A number of small changes have been made to this scheme over the years and in 2020/21 funding was given to ‘top-up’ NHS charities together (Sir Tom Moore) grants for local organisations. In total, £13,619 was given to four organisations (Age UK Dacorum, Apex CIC, Dacorum Community Trust, Community Action Dacorum), of which £8619 came from DBC. The breakdown is as follows:

Funded by DBC	Age UK Dacorum - £673
	Apex CIC - £3,996
	Community Action Dacorum (CAD) - £3,950
Funded by NHS Charities together	Dacorum Community Trust (DCT) - £5,000

3.5.8 The Community Partnerships team also assisted the Climate Change and Sustainability Lead Officer in administering ‘Green’ community grants. In total, £12,000 was awarded to seven organisations to start projects which benefit the community and contribute to the climate emergency agenda.