



AGENDA ITEM:

SUMMARY

Report for:	Housing and Community Overview & Scrutiny Committee
Date of meeting:	10th November 2021
PART:	
If Part II, reason:	

Title of report:	Quarter 2 Performance Report – Customer Services, The Old Town Hall, Communications, Community Safety Partnership & children services 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 Q2 2021/2022 and also highlight key achievements over this same period.

2. Performance Reports 2021/22 – Quarter 2

2.1 Quarter 2 performance is detailed below. Members will note that the overall call time has slipped. This is over target and this is due to an overall increase in the number of calls and some fully trained staff have left the CSU. We have recruited replacement staff but it takes some time before they are fully trained. We expect to meet the KPI at the next Quarter. There is no data for face to face meetings because all face to face meetings have been booked in advance and so no waiting in the Forum since the pandemic.

Measure Code	Measure Name	This Quarter Actual	This Quarter Target	Last Quarter Actual	Last Quarter Target	-4 Quarters Actual	-4 Quarters Target	DoT	Comments
CSU06	Percentage of customers satisfied with service received from the Customer Service unit	99.82%	80.00%	99.81%	80.00%	96.90%	80.00%	✓	30 Sep 2021 KPI Achieved
CSU06 (D)	Number of customers responding to satisfaction survey	5,124		4,701		1,129		n/a	
CSU06 (N)	Number of customers satisfied with service they received	5,115		4,692		1,094		n/a	
CSU10	Call Handling: Average wait time	385.00	300.00	236.67	300.00	138.00	300.00	✗	30 Sep 2021 Should be 385 seconds. This is slightly over target. We have experienced higher contacts than normal in this quarter compared to last year. We have also recently had some fully trained staff leaving the team, so service levels will be affected until the new starters are fully trained to deal with all service queries.
CSU11	Call Handling: Abandoned Call Rate	15.70%	20.00%	11.42%	20.00%	6.40%	20.00%	✗	30 Sep 2021 KPI achieved.
CSU11 (D)	Call Handling: total number of calls	31,452		29,923		26,224		n/a	
CSU11 (N)	Call Handling: number of calls abandoned	4,938		3,418		1,678		n/a	
CSU12	Face to Face; Average Wait Time		450.00		450.00	0.00	450.00	?	30 Sep 2021 Offering pre-booked face to face appointments. No data to report on this KPI.

3. Quarter 2 Achievements

The following achievements are a sample of the projects/work undertaken by this group of services during the quarter 2 in 2020/2021.

3.1 The Old Town Hall

3.1.1 The Old Town Hall re-opened to the public on 19th July along with all other theatres in the country. A short programme of outdoor events including 3 performances of an outdoor children's theatre event – 'The Lion Inside'.

Working in partnership with the Olde Kings Arms on the High Street, we presented two sold out comedy performances.

3.1.2 A review of the Old Town Hall has now been commissioned and is due to be delivered by spring 2022.

3.1.3 The Old Town Hall Satisfaction Survey. The Old Town Hall sends surveys to all customers one day after attending an event. These surveys are made up of eleven questions in total covering topics ranging from customer service to venue satisfaction. Events covered by this survey would have taken place in the Main Theatre or The Cellar Club. Below is a summary of the top three metrics used to help understand overall customer satisfaction.

- Old Town Hall Front of House stewarding staff received a 100% good / excellent rating from our customers over the quarter
- Customer rating on the range of events on offer was 66.5% excellent; 19.5% very good; 14% good.
- Overall customer satisfaction for the events staged this quarter was 91% excellent rating; 6% very good rating and 3% good rating.

3.2 Customer Services Unit (CSU)

3.2.1 Call Centre Staff continue to work from home.

3.2.2 Covering Reception at the Forum and offering essential face to face pre booked appointments for those unable to transact via another channel, very few appointments being booked.

3.2.3 Recruited to full time Customer Service Rep vacant post, continuing to train newer members of the team to ensure the service is covered.

3.2.4 Internal Audit carried out, Substantial Assurance rating achieved.

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; Community Review Panel; Park Mark for all 25 car park sites; Maylands Business Centre 10 year anniversary; article 4 direction; 'flexidesx' facility; Afghanistan resettlement communications; second hand September campaign; Dacorum Climate Action Network (CAN) launch; and issued 14 press/media releases.

3.3.2 Internal communications – design and implementation of internal campaigns and projects including the Staff Update Session in September 2021 (attended by SLT and 250+ staff); launched the LGBTQ+ Allies Scheme, with over 50 staff members signing up by July; and supported on the Afghanistan resettlement scheme communications with internal stakeholders. Ran over 40 internal campaigns (service information campaigns and COVID-specific campaigns and messaging for staff); and issued five IMT information cascades for Managers of People.

3.3.3 Publications and design – content management, design and delivery of 12 issues of Dacorum Life (11,600+ subscribers), 12 issues of Members News; and distributed the new print version of Dacorum Life, issued to every household in the borough by Royal Mail.

3.3.4 Covid-19 Communications – Ongoing support during the Covid-19 pandemic. This includes dedicated campaigns such as free rapid testing; funding and grant schemes; self-isolation guidance; vaccination programme (various stages); and 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 – July to September 2021

Connections – 9,426 (increase of 102 on Q1 2021/22)

Link clicks – 5,718 (decrease of 3,268 on Q1 2021/22)

Messages sent - 238 (decrease of 152 on Q1 2020/21)

Dacorum Twitter – July to September 2021

Connections – 8,620 (increase of 41 on Q1 2021/22)

Link clicks – 1,099 (decrease of 1,414 on Q1 2021/22)

Messages sent - 228 (decrease of 141 from Q1 2021/22)

Marketing Analytics - Top posts					
Top 5 posts/campaigns by shares					
Account	Reach	Shares	Likes	Comments	Campaign
Dacorum Facebook (@dacorum)	14,261	93	31	7	NHS running three local COVID-19 vaccination days in Hemel Hempstead.
Dacorum Facebook (@dacorum)	10,507	45	9	8	Walk-in vaccination clinics
Dacorum Facebook (@dacorum)	11,132	33	28	9	The first Open Door Repair Café.
Dacorum Facebook (@dacorum)	9,994	27	49	16	Refurbished Adeyfield and Grovehill Adventure Playgrounds
Dacorum Facebook (@dacorum)	8,512	26	4	0	Highways England carrying out essential resurfacing work at M1 junction 9 northbound

Website analytics – April to June 2021		
Most viewed pages	Page views	Unique page views
	1,112,933 % of Total:	793,236 % of Total:

	100.00%	(100%)
1. Dacorum Borough Council Home Page	119,160 (10.71%)	93,817 (11.83%)
2. Council Services – Payment Portal	117,623 (10.57%)	52,125 (6.57%)
3. My Bin Collections	68,228 (6.13%)	28,508 (3.59%)
4. Search planning applications	55,174 (4.96%)	39,766 (5.01%)
5. Payment summary – Payment Portal	38,193 (3.43%)	27,195 (3.43%)
6. Search Dacorum Borough Council	34,791 (3.13%)	29,048 (3.66%)
7. Transaction complete – Payment Portal	33,512 (3.01%)	31,180 (3.93%)
8. Complete you shopping – Payment Portal	32,820 (2.95%)	26,714 (3.37%)
9. When are my bins collected	26,347 (2.37%)	23,294 (2.94%)
10. Waste services extra questions	24,540 (2.20%)	8,080 (1.02%)

3.4 Community Safety Partnership and Children Services

3.4.1 There were 18 safeguarding referrals made from Dacorum Borough Council staff in Q2. This is a 61% increase from Q1 which had 7 referrals. 10 of these relate to concerns about adults who are subjected to emotional abuse, financial abuse or neglect and have been identified by DBC officers spending more time with residents and council tenants in person and at their homes where concerns are more easily identified. An arrangement with Hertfordshire Adults Safeguarding Board has meant that all training they deliver can now be accessed free of charge by DBC staff and members which will provide support to identify and report concerns.

Communities									
Measure Code	Measure Name	This Quarter Actual	This Quarter Target	Last Quarter Actual	Last Quarter Target	-4 Quarters Actual	-4 Quarters Target	DoT	Comments
CYP01a	Number of children attending Adventure Playgrounds	12,726		2,139		2,098		↓	

3.4.2 The Adventure Playgrounds have been re-opened following the closure earlier in the year due to the Covid-19 pandemic. A number of measures have been put in place to ensure the safety of staff and families, and this has included a reduction on numbers allowed inside the cabins. This hasn't stopped young people attending to use the outdoor equipment and carrying out activities indoors in smaller groups.

3.4.3 There has been a considerable increase in young people visiting the adventure playgrounds in Q2 with over 12,000 attendances recorded in

this 3 month period. This is considerably higher than this time in 2020 and the 2019 pre-pandemic levels. Feedback from attendees has confirmed the reasons for this are new play equipment at Adeyfield and Grovehill, the high demand for outdoors activity following lockdown and good promotion of the sites through social media.

3.4.4 There has been a great response to the new 3G pitches with income almost doubling from Q1. Over £16,000 has been received in Q2 through pitch booking and playground hire. This has included a number of long term bookings throughout the week and at weekends. Further enquiries have been received to hire some of the buildings during the winter months and the team are reviewing opportunities to maximise the use of the buildings and play equipment all year round.

3.5 Community Partnerships

Physical activity, Wellbeing, Arts and Culture

3.5.1 Over the summer holidays a number of activities took place to engage with children and support low income families and promote physical and healthy activities. This included 22 HAPpy camps which ran across different locations around Dacorum. The Everyone Active community Outreach Programme was also relaunched across Dacorum with 25 sessions available each week in community locations.

3.5.2 A number of courses and community interventions were delivered in Q2. This includes:

- A mural in Hemel Hempstead Town Centre and in Kings Langley where local artists and school children were brought together to celebrate key landmarks and our diverse community through art
- A National Lottery funded project with Dacorum Community Dance started a programme of online and live dance activities (seated dance, dance for dementia and inclusive dance)
- The first Active Local Forum was held in person at the Active Dacorum Hub. So far £52,587 worth of funding has been generated by Active Local
- A 'Doorstep Duet' dance project in partnership with Dacorum Community Dance, BEEE creative and Watford Council performed for 430 children and adults in locations including Dacorum Day Service for the learning disabled, Chaulden Infants School, Highview Lodge and Ashlyn's Care Homes to reduce isolation and bring dance to vulnerable adults and to children in the community

3.5.3 A Nature Connection for Wellbeing social prescribing course was run for 6 weeks in Gadebridge Park. The feedback from attendees was fantastic with an average course rating of 9.25 out of 10. Using the WEMWEB and mental health social value calculator the net benefit of the course was £22,012 with attendees commenting as below:

"What a life changing experience this has been for me....by being able to use these steps I have been in a better position to tackle very stressful

issues that previously would have made my coping mechanism completely break down.”

“I would like to say I loved the course and wish it could have gone on for longer. I have learnt to be at peace within myself and have a really good understanding at how other people cope to, we shared a lot of experiences with each other. I feel a lot better and have been helped in lots of ways, my pain levels are so much better after a session with her, I would recommend this course to everyone”

Following this course members from the Community Partnerships team have been asked to present an update of this approach at the next regional meeting of the National Academy for Social Prescribing to share best practice.

Healthy Hub

3.5.4 The number of residents who have been in contact with the Healthy Hub increased in Q2 with 470 people being directly supported by the hub and referred to local partners. To respond to the increase in enquiries for support with debt and money advice and mental health problems, the Mind and Citizens Advice Healthy Hub contracts have been extended in line with the project to cover the next 6 months to meet this demand.

3.5.5 The Q2 figures of the hub can be seen below. The decrease in online engagement is likely due to the opening of the face to face sessions at the Southill Centre.

Healthy Hub July – September 2021

Referrals - 470 (increase from 465 in Q1 2021)

Website – 265 (decrease from 465 in Q1 2021)

Facebook reach – 12,215 (decrease from 25,296 in Q1 2021)

3.5.6 In the last 12 months 1533 residents have been positively impacted by the work of the healthy hub and the partnerships linked to this. When compared to the figures to deliver the hub this works out at £38.97 per person. Discussions are underway with Public Health colleagues to discuss the future funding of the Healthy Hub from April 2021 and feedback the benefit that has been seen for residents in Dacorum despite the impact from the pandemic.

Community Grants

3.5.7 The Community Partnership Team were successful in obtaining funding from the Health Protection Board to run a scheme to help community and voluntary organisations to re-open following the lockdown earlier this year. A Covid Recovery Grant is being offered by DBC for any Dacorum organisation to help cover additional costs they are facing as a consequence of Covid and help fund additional safety measures to protect residents, staff and volunteers. Applications were

open throughout September and October with a further round likely to be available later this financial year.

- 3.5.8 The winter round of the community grant scheme opened for applications on 1st October 2021 and will run until 30th November 2021. More information about this scheme and the application form can be found at [Grants \(dacorum.gov.uk\)](https://www.dacorum.gov.uk/grants)