



Council Briefing Note 27th September 2023

PEOPLE AND TRANSFORMATION PORTFOLIO –
COUNCILLOR CAROLE WESTON

Our People and Transformation teams continue to work on delivering the 4 key strategies (Customer, Digital, People and Communications) which were agreed at the start of 2023.

The customer strategy aims to ensure that the resident is at the heart of everything we do. The current focus is ensuring that we get the basics right. To that end, there has been significant work undertaken to improve the telephone experience (and reducing delays) for those who choose to call us. Improving our website so that it is easy and clear for our residents to access the information they need, by improving how we communicate, so residents know what they can expect from us. This is all building to the introduction of a customer charter whereby the Council will make commitments around customer service which it will then adhere to.

This work is supported by our digital team and are now upgrading our Microsoft Teams capability so that external calls can be made and received through teams. This means that officers can be contacted more easily, irrespective of where they are or what they are doing. This is a key part of our digital strategy, and will be followed by further work to ensure our officers have the right kit to enable them to complete work activities when out engaging with residents (rather than having to return to the office). This will result in greater productivity and a better service for our residents.

Our People team continue to support the Council through the challenging jobs market and our collective work is showing significant success in bringing new talent into the Council. Our market forces policy is now live, allowing us to offer recognised salaries where there is evidence that this is required to recruit in specialist areas. Part of our recruitment strategy is to provide a very strong 'offer' to potential joiners. Our commitment to leadership and development is part of this and we've now rolled out the next stage of our programme to middle-management grades.

Summer is a busy time for Council run and supported events and this year is no exception. Following on from the successful June events such as Armed Forces Day where we also recognised the Windrush 75th anniversary, we delivered a 'Summer of Fun' events programme. This brought together some free and low cost events delivered by the Council and our partners, including Hemel Hempstead Business Improvement District. Also events such as the surf-simulator, street velodrome in Market Square and Birds of Prey. The programme celebrated the use of our beautiful assets across the borough including our green flag parks, Splash Park, skate parks and other family and sporting activities.

We published the summer edition of our residents magazine, Dacorum Life, celebrating the Council's achievements and sharing important news and information with our stakeholders. We continue to grow our weekly version, Dacorum Life (digital), sending important news and information about Council projects, achievements and events direct to subscribers' inbox each week.