

| Service Plan                                     |   |   |   |  |         |   |   |   |   |   |   |  |   |                                  |   |
|--|---|---|---|--|---------|---|---|---|---|---|---|--|---|----------------------------------|---|
| Service: Communications                          |   |   |   |  |         |   |   |   |   |   |   |  |   |                                  |   |
| Lead Officer: Angela Tebbutt                     |   |   |   |  |         |   |   |   |   |   |   |  |   |                                  |   |
| STAGE 1  |   |   | STAGE 2   |  |         |   | STAGE 3   |   |   |   |   |  |   |                                  |   |
| INTERVENTION ACTIVITY                            | CORPORATE PRIORITY & THEME (People, Place, Agile Council) | STAKEHOLDERS  | The Story of Change (INTENTIONAL AND UNINTENTIONAL)   | INPUTS   |         | OUTPUTS   | OUTCOMES  | IDENTIFYING THE INDICATORS  |   |   |   |  |   |                                  |   |
|  |   |   |   | Description  | Value £ |   |   | Indicator(s)  | Type of Indicator   | Frequency   | Duration  | Target   | Financial Proxy   | Value £                          | Source of Proxy                         |
| Description                                      | Description   | Who will this have an effect on/who do we have an effect on? Who has an effect on us?   | What do you think will change for them?   | What is needed in terms of investment - resources etc?   |         | Summary of activities (preferably in number form)   | How would you describe the change?  | How would you measure it? Is there an ability to establish the indicator against a regional/national benchmark? | Where will you get the information from? Is it reliant on partnership data? | Will this be reported monthly, quarterly or annually? | How long do you think the indicator will be relevant, i.e. is it linked to a short term intervention? | 2015/16  | What financial proxy would you use to value the change? | What is the value of the change? | Where did you get the information from? |
| 1 Engagement and Consultation                    | All   | Wider community, partners, members, small groups as relevant, all staff   | Having a say in matters that affect lives, informs decision making process, allows views to be considered, supports redesign of policies, initiatives, projects and services.   | Officer time, survey monkey licence, ICT, communications, press releases, website use of social media, skills and knowledge, existing BI/data  |         | Good levels of feedback, informed results, business intelligence for corporate use, data for Melton   | Improved services based on customer feedback, supports balance view in decision-making, due to having a say more ownership and therefore more customer satisfaction   | effective consultation  |   | quarterly   | ?   | 60% of all consultations hit target audience evidence by the response rate. 80% of consultations to go through the tool kit. |   |                                  |   |
| 2 Promoting Democracy                            | All   | Wider community, Young People, Members, Mayor, Young Mayor, Democracy staff   | Encourages participation in the community and decision making, provides knowledge and structure as to how to take part in decision making, focus on youth participation in voting and understanding of how to make things happen within family and in community, helps to create future leaders | Up to date Constitution, democratic decision-making processes in place, Member and Officer time, communications, press releases, website, social media, relevant knowledge, youth/school community contacts    |         | Council & Committee Decisions available on website, Mayor & Member engagement with community via Civic/School/community visits & participation, Comms plan to make awareness, Local Democracy Week activities, Prospective Cllr events, Mayor's Awards, Young Mayor at Full Council, Member Training & Support Programmes | Improved participation in voting & democratic activities, informed community leaders from all backgrounds and ages, recognition of voluntary work, individual empowerment   | Public participation  |   | quarterly   |   |  |   |                                  |   |
| 3 Healthy and skilled workforce                  | Agile Council   | all staff and service users   | continuity/consistency of services, availability of appropriately skilled human resources, higher levels of staff moral and motivation, diverse workforce that meets customer requirements. Attracting and retaining skilled employees  | employee assistance programme and total reward package. Good HR & H&S policies and training, linked to Occupation health and sports initiatives. Training budget. Staff satisfaction survey. Appraisal process |         | low levels of sickness absence, staff take up of in house initiatives, resolution of OCC Health referrals, Training and development for employees, effective recruitment of key employees   | more productivity, less time spent on staff absence and cover, high level of motivation resulting in high performance - skilled workforce -   | Workforce planning  |   | quarterly   |   | under 5 days sickness per employee -   |   |                                  |   |
| 4 Channel shifting customers to digital channels | All   | all customers, partners, service providers, LCC and Superfast Broadband project, TCA Project, internal digital champions from all service areas | Availability of digital transactions/options, a quality website that customers trust and use  | The website, Mosaic, Customer Insight, Digital Engagement, ICT skills, Google analytics, Engage, Photoshop, Achive forms, Capita payments, Agylisis, Customer Service Team                                     |         | a modern website, availability and take up of transactions online, social media channels, webchat, online forms, community access to superfast Broadband  | customers using digital channels, resulting in a reduction in face to face and telephone and email. More efficient use of resources. Community having access to broadband and ability to self serve, ability to share relevant digital process with other local authorities | Channel shift   |   | quarterly   |   | made up from a mix of supplementary service standards (see sheet 2)  |   |                                  |   |
| 5 Meeting our Customer Service Standards         | All   | all staff and service users   | High quality services that meets customer requirements, positive perception and reputation by customers   | Service Strategy for Customers. Use of Govmetric. Customer services team. Customer insight. Complaints policy and process. Customer Service Excellence Standard. CRM   |         | delivery of quality service that meet customer requirement. Monitoring of customer satisfaction. Reasons for complaints fully investigated and reviewed   | Reduction in failure demand, positive reputation, high levels of customer satisfaction, less complaints and more positive comments.   | Customer Service Excellence   |   | quarterly   |   | made up from a mix of supplementary service standards (see sheet 2)  |   |                                  |   |
| 6  |   |   |   |  |         |   |   |   |   |   |   |  |   |                                  |   |
| 7  |   |   |   |  |         |   |   |   |   |   |   |  |   |                                  |   |
| 8  |   |   |   |  |         |   |   |   |   |   |   |  |   |                                  |   |
| 9  |   |   |   |  |         |   |   |   |   |   |   |  |   |                                  |   |
| 10   |   |   |   |  |         |   |   |   |   |   |   |  |   |                                  |   |

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