

Report To: Corporate Governance Committee

Date of Meeting: 5th November 2014

Lead Member / Officer: Councillor Hugh Irving, Lead Member for Customers and Communities
Jackie Walley, Head of Customers and Education Support

Report Author: Clare O’Gorman, Corporate Complaints Officer

Title: Your Voice – using customer feedback

1. What is the report about?

The report will provide the Committee with an overview of customer engagement activity across the authority and include specific examples of services utilising customer feedback to shape service design and delivery.

2. What is the reason for making this report?

The report has been produced following debate at Performance Scrutiny Committee regarding how the authority responds to and acts upon customer feedback.

3. What are the Recommendations?

That the Committee note and comment on the authority’s use of customer feedback.

4. Report details

Continually looking for ways to improve our services should be an intrinsic part of our business activity. Using customer feedback in this process is important and can provide opportunities to improve service design and delivery whilst instilling public confidence that the authority does listen to and act upon customer feedback.

All services were asked to provide examples of how they engage with their customers, with a specific focus on using feedback when planning and delivering services.

Please see appendix 1 for detail.

5. How does the decision contribute to the Corporate Priorities?

The Your Voice scheme directly contributes to the corporate aim of:
An excellent council, close to the community.

6. What will it cost and how will it affect other services?

All costs relating to customer feedback are absorbed within existing budgets.

7. What are the main conclusions of the Equality Impact Assessment (EqIA) undertaken on the decision? The completed EqIA template should be attached as an appendix to the report.

Not applicable.

8. What consultations have been carried out with Scrutiny and others?

Monthly reporting to the Senior Leadership Team, quarterly reporting to Performance Scrutiny Committee and annual reporting to Corporate Governance Committee.

9. Chief Finance Officer Statement

There are no obvious financial implications arising from the report.

10. What risks are there and is there anything we can do to reduce them?

By not dealing with customer feedback effectively, the reputation of the council may suffer.

11. Power to make the Decision

This is a paper for information, rather than for decision.

