

Ref	Recommendation	Action	Owner	Due Date	Progress Commentary
(a)	that whilst the level of take up for the Tell Us Once Service in Sunderland has been good to date, we consider that the Council should continue to look at new and innovative ways to promote the existence and potential benefits of the service to local residents and continue to monitor accordingly;	Take up of the Tell Us Once Service for both birth and bereavement is monitored monthly by comparing the number of births and deaths registered in Sunderland, to the Management Information reports received from the DWP which details the number of Tell Us Once notifications received from Sunderland City Council. This monitoring methodology will continue to be used as the most robust way to assess take up of the service.	Karen Lounton	Ongoing	Reports received monthly and information regarding take up reported back to staff.
		Steps have already been taken to roll out publicity material across some GP practices, with the objective that all practices in the city will have received promotional material about Tell Us Once by March 2013.	Karen Lounton	March 2013	List of all GP practices across the city provided by Corporate Communications team. Distribution of material to remaining GP practices pending.
		Promotional material relating to Tell Us Once for Bereavement is to be rolled out to the Bereavement Service at Sunderland Royal Hospital.	Karen Lounton	January 2013	Publicity material provided to Sunderland Royal Hospital.

(b)	that the Council should explore ways of building on the principles of the Tell Us Once Service in other areas of service delivery, transferring any 'lessons learnt' or best practice realised from TUO to other service areas;	<p>The Tell Us Once model can be adapted and used across other services, with longer term plans in place at the DWP to extend the principles of this project across other areas such as 'change of address'.</p> <p>Colleagues in the Transformation, Programmes and Project Team were involved with the implementation of Tell Us Once for birth and bereavement and have a full understanding of the benefits realised by the services involved, and how this established good practice can be built upon further.</p>		Ongoing	
(c)	that the Council should continue to work closely with the DWP on a national level to ensure the TUO service, systems and databases continue to evolve and improve.	<p>Regular communication is established between Gillian Priestley, the DWP Account Manager for the North East Tell Us Once project and the Bereavement and Registration Manager.</p> <p>This affords us an opportunity to continue to have input into the future development of the Tell Us Once service for birth and bereavement.</p> <p>Areas on the agenda for development include the introduction of connectivity between the General</p>	Karen Lounton	Ongoing	

		<p>Register Office (GRO) database and the DWP Change Reporting System (CRS). Developments in this area will speed up the birth or death registration and Tell Us Once interview process, allowing better use of resources in the Registration Service.</p> <p>Other development areas include extending the scope of Tell Us Once for birth and bereavement, and introducing new services and organisations to the list of 'end users' who receive information relating to birth and death events. This development area will be managed by DWP, but with input from Local Authority representatives.</p> <p>The DWP also have representation at quarterly Regional Registration Service Manager meetings where TUO is a standing item on the agenda. The Bereavement and Registration Manager attends these meetings as the representative from Sunderland City Council.</p>	<p>Karen Lounton</p>	<p>March 2013</p>	<p>Gillian Priestley, DWP Tell Us Once Account Manager to attend next Regional Registration Service Manager meeting, scheduled for March 2013.</p>
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