

RESPONSIVE LOCAL SERVICES

REPORT OF EXECUTIVE DIRECTOR OF CITY SERVICES AND THE CHIEF EXECUTIVE

1. PURPOSE OF THE REPORT

- 1.1 To advise West Area Committee of the commencement of the Responsive Local Services (RLS) project which forms part of the Council's Community Leadership Programme.

2. INTRODUCTION/BACKGROUND

- 2.1 The Community Leadership Programme, which commenced in September 2008, is based upon the need to accelerate delivery of quality of life improvements for the people of Sunderland and to improve their satisfaction levels with the way the Council and its partners perform. The Responsive Local Services project is designed to satisfy the service delivery element of the programme ensuring that, in delivering its day to day services, the Council is more responsive to the needs and expectations of its customers and engages with citizens more effectively.
- 2.2 In essence the project provides each Area Committee with the tools required to tailor services in the locality and communicate the improvements effectively to residents to improve satisfaction and resident understanding of the elected Member's community leadership role.

3. CURRENT POSITION

- 3.1 In order to achieve an early impact, it is proposed that the Project commences with a focus on the important high volume neighbourhood services detailed below:
- Litter
 - Refuse Collection
 - Grass Cutting
 - Graffiti
 - Dog Fouling
- 3.2 The services included in the first wave have been chosen according to their relative importance and the ability to measure performance against the current service standards. It is necessary, in this respect, to publish the associated service standards to enable residents and Members to engage in service delivery performance updates, via Area Committees. This will enable Area Committees and residents to consider local priorities and service performance when tailoring service standards to match local need.
- 3.3 The service scope of each subsequent wave of the Project would then be defined upon the basis of customer feedback through the Customer Services Network, feedback from Residents' Surveys, Area Committees, Ward visits and the analysis of service requests via the staff reporting line.

4. AREA COMMITTEE REPORTING

- 4.1 The RLS project sets the scene for Area Committees to receive regular performance reports regarding the services included in the first and subsequent waves of the project. The performance reports will also identify locality issues arising from the analysis of staff

reports to the staff reporting line to allow the Committee to consider the allocation of SIP funding.

- 4.2 Taking into consideration the Area Committee meeting schedule, the first RLS performance reporting cycle will commence in January 2010, with the presentation of summary performance reports to each committee for discussion and consideration. As the services included in the RLS project increase with each wave of activity, the monthly performance report will provide a richer and more meaningful interpretation of local needs and issues, to inform local tailoring.
- 4.3 The staff reporting line has already identified a number of associated environmental issues in each locality a summary of which will be presented to each committee for consideration.

5. LOCAL PROBLEM SOLVING

- 5.1 It is envisaged that in the majority of cases the area performance reports will provide a sound basis upon which service tailoring can be delivered to address a local issue or request for service. However in some cases this model will not suffice and a problem solving approach will be required to consider the issue in more detail and deliver the necessary service actions.
- 5.2 When this occurs it is proposed that a local problem solving group, including partner organisations where necessary, be established to provide feedback to the relevant Area Committee regarding the plan to address the issue (this could provide the Area Committee with a framework for identifying where it may wish to invest its discretionary budget). Once agreed the partnership plan will be implemented with performance updates being reported back to the Area Committee with agreed regularity.

6. RECOGNITION FOR ACTION

- 6.1 The Corporate Communications Team is already developing an approach to satisfy the communication requirements of area governance and the RLS project, the first results of which should be in place by November 2009. The key is to link service improvement with community leadership to strengthen the connection, and provide citizens with tangible opportunities to influence service delivery in the local area. The relevant service standards will be published to provide a baseline for service tailoring.

7.0 FINANCIAL IMPLICATIONS

- 7.1 Resource tailoring is a key consideration for this agenda to ensure that any alignment between the resource available to meet current standards of service delivery and any potential increase to service standards or demand is carefully managed. Ongoing monitoring will take place and resource allocation will be, in the first instance, managed within existing budget provision. Any demand for further provision would be required to be considered as part of the Medium Term Financial Planning Process.
- 7.2 Area Committees are also able to call upon their Strategic Investment Plan allocations to respond to local issues arising from service demand or, as was the case for the previous cycle, to address any issues coming forward from ward visits and the staff reporting line.

8.0 RECOMMENDATION

- 8.1 The West Area Committee are requested to note this report for information.

9.0 BACKGROUND PAPERS

- 9.1 Community Leadership Programme Project Initiation Document
- 9.2 Responsive Local Services Cabinet Paper – 7 October 2009