

Rotherham Citizens Calling the Shots

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The Culture

“The Customer is Paramount”

“Customers told us... We have... So What”

“Learning from Customers”

“Through the eyes of the customer”

“Customers at the heart of service delivery”

“Customer Service Excellence”

The Rubber Stamp

- Performing Excellently – Adult Social Care
- First Council in the country to receive Customer Service Excellence Standard for 5 departments/social care
- Safeguarding Adults – Performing Well
- Investors in People Gold Standard
- Cabinet Office Task Force for Customer Insight
- National Awards for Customer Involvement – LGC Award, Health & Social Care
- Best Customer Service in Rotherham
- 94% customer satisfaction levels

5 Top Tips

- Home truths – Video Diaries
- React – Focusing on the Dissatisfied
- Impact Survey – Did we make a difference?
- Where did it all go wrong - Care Home X
- Customer Journey Mapping - Personalisation

Home Truths

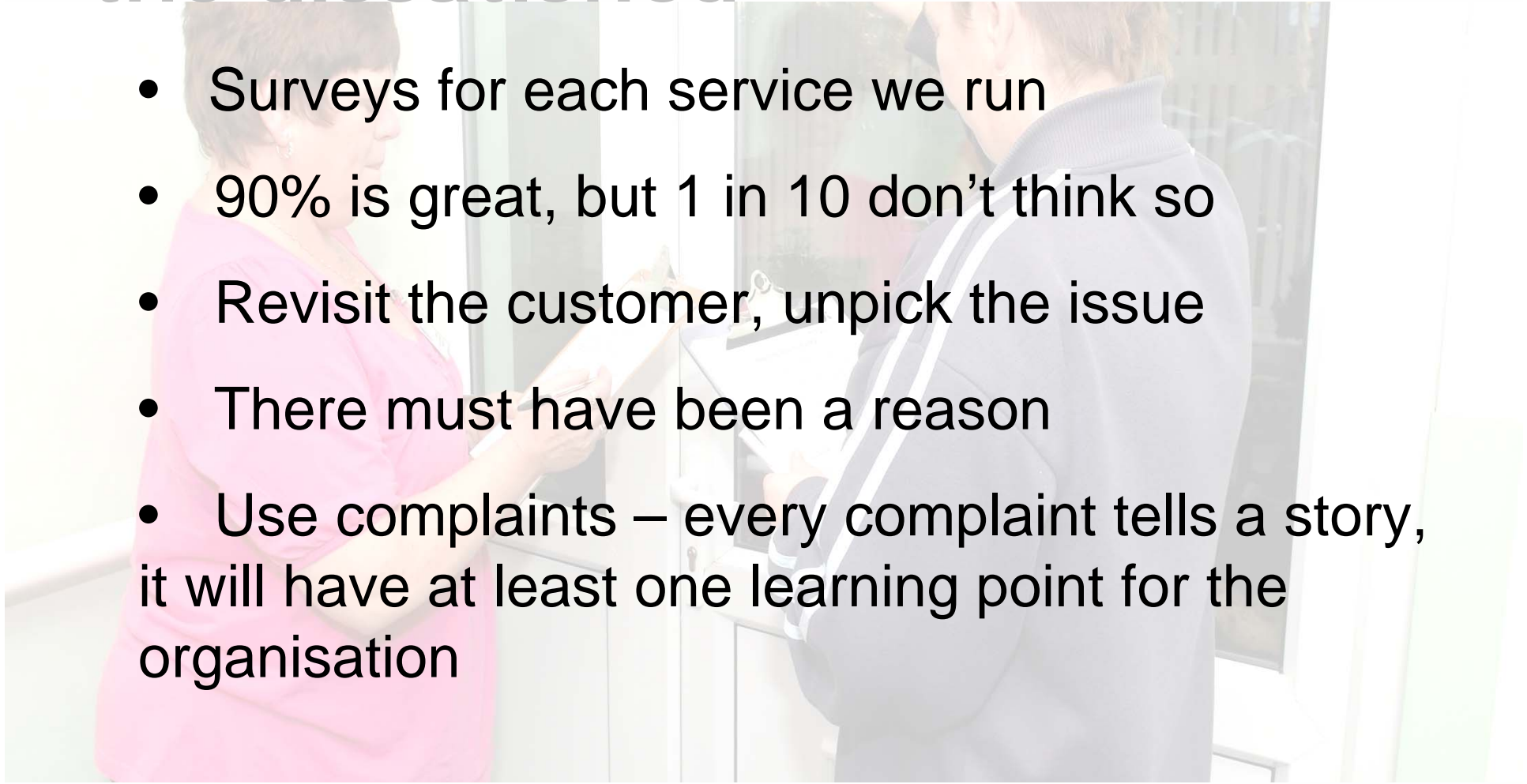
- “I’m a Customer...get me out of here”
- Reality TV
- Video/Handwritten Diaries
- Storyboards – Customer Passports
- From Start to Finish – The Whole Story

Home Truths - Outcomes

- Improved number of annual reviews carried out from 45% to 84%
- Review questions sent prior to visit
- Introduced Information Packs
- Improved accessibility through single number
- On-line services (including blue badge)
- Care Plan Signatures
- Testing satisfaction on every visit (improved satisfaction with the annual review from 88% to 98%)
- Launched Assessment Direct – one stop shop
- ‘Performing Excellently’ CQC 2009

REACT – Focusing on the dissatisfied

- Surveys for each service we run
- 90% is great, but 1 in 10 don't think so
- Revisit the customer, unpick the issue
- There must have been a reason
- Use complaints – every complaint tells a story, it will have at least one learning point for the organisation

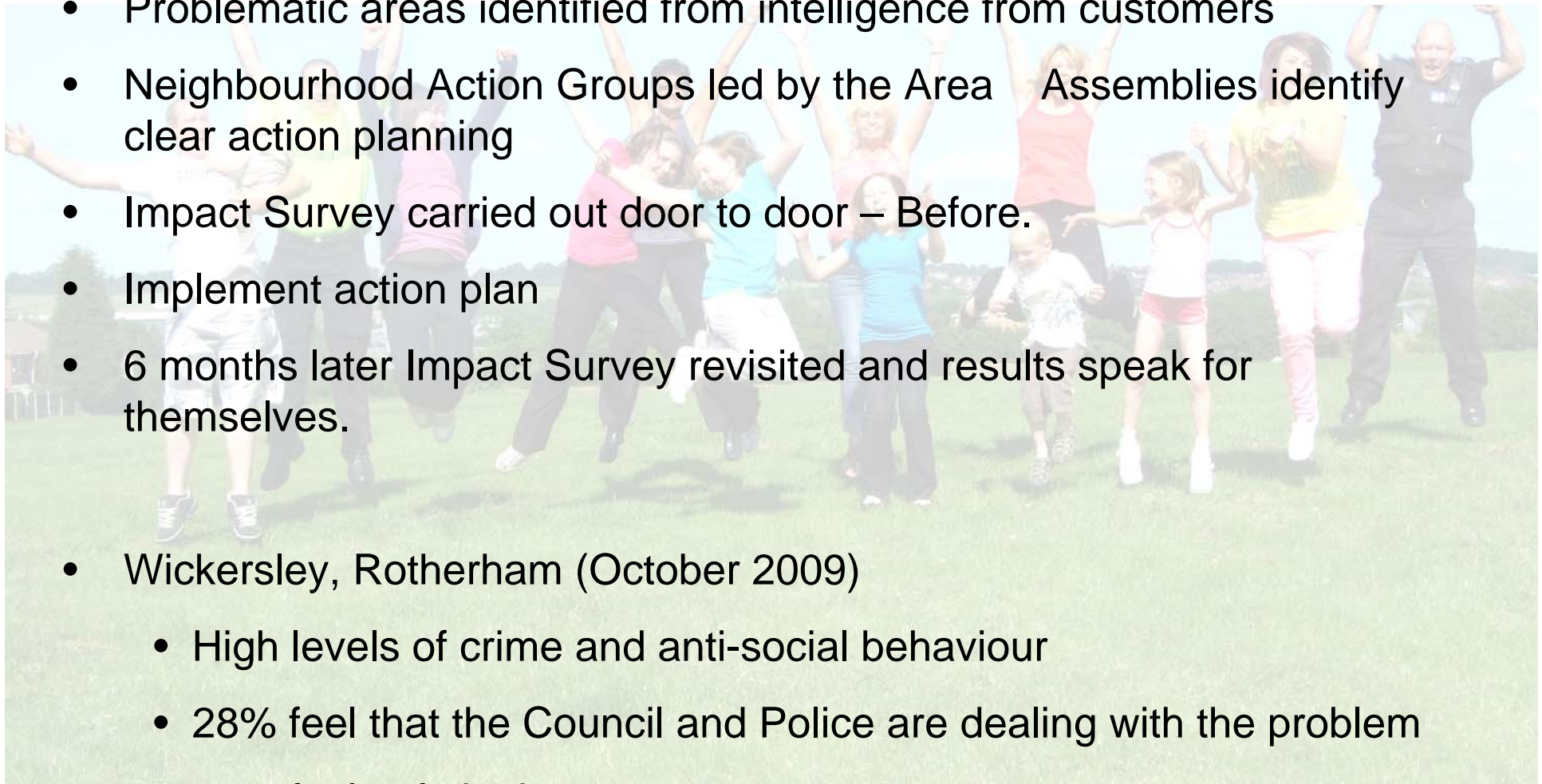


REACT – Focusing on the dissatisfied - OUTCOMES

- Customers now receive an acknowledgment email by return when contacting Assessment Direct
- Training developed for hospital staff to know when to refer to social work team
- Service standards updated so customers know when they will receive an assessment
- Care enabling team can make amendments to a care plan after discharge
- Customers made aware that review will take place by telephone
- Satisfaction has increased with the service from 81% to 94%

Impact Survey

- Problematic areas identified from intelligence from customers
- Neighbourhood Action Groups led by the Area Assemblies identify clear action planning
- Impact Survey carried out door to door – Before.
- Implement action plan
- 6 months later Impact Survey revisited and results speak for themselves.
- Wickersley, Rotherham (October 2009)
 - High levels of crime and anti-social behaviour
 - 28% feel that the Council and Police are dealing with the problem
 - 24% feel safe in the area



Impact Survey

Wickersley, Rotherham (October 09 – April 10)

Increase police and partner patrols and visibility by conducting Anti Social Behaviour Patrols in hot spot areas at hot spot times.

Address underage drinking and the supply of alcohol to underage persons by:

- Providing leaflets to store holders and conducting pro-active checks of books regarding the attempted purchases of alcohol by under 18's;

- Conducting Test Purchase operations with RMBC Trading Standards to identify if young people are purchasing alcohol

Additional young people's activities in the area- supported through the Area Assembly young people's sub group- young people's activity table updated bi-monthly.

Operation coverage – joint work with youth services and the Police using a mobile bus

Walkabouts to look at specific issues with partners, enforcement action taken where necessary. Off road motor bike operations

“ Not in my neighbourhood Week” completed – Nov 09. Awareness arising focusing on vulnerable households- free safety equipment.

Wickersley, We did it!

The Police, Council and local people are working together to deal with the crime and anti-social behaviour issues that matter to you.



We asked...

The Wentworth Valley Safer Neighbourhood Team and Area Assembly worked together to find out what people thought about crime and anti-social behaviour.

You told us...

about the crime and anti-social behaviour issues that matter in your area.

We did...

The Wentworth Valley Safer Neighbourhood Team listened to local people and targeted the issues that matter to you.

78% of local people now agree that the Police, Council are dealing with the crime and anti-social behaviour issues that matter in your area

Here in Wickersley, We've got the right mix. www.rotherhamrightmix.co.uk
For more information of the survey www.rotherhamareaassemblies.gov.uk



Impact Survey

78% of local people now agree that the Police and Council are dealing with crime and anti-social behaviour

81% of local people feel safe in the area

Where did it all go wrong? Care Home X

- 33 Residents experience forms of abuse
- All residents removed
- All residents and families interviewed
- All staff involved interviewed
- 17 in depth investigations over 6 months
- Serious Case Review looking at adherence at procedures

Where did it all go wrong?

Care Home X

- Home from Home Quality Assessments on all residential homes
 - No home rated poor in Rotherham (40 homes)
 - 90% of homes rated Good or Excellent
 - Resident and relative satisfaction has increased
- Bespoke Safeguarding Team in place
- Four homes in Rotherham subjected to special measures – improved services
- Training and Development programmes across all agencies
- Safeguarding Adults Board – identified as one of the best in the country
- Award winning Safeguarding awareness campaign to stop it happening again
- Safeguarding Adults ‘Performing Well’

Personalisation – Customer Journey Mapping

- Biggest change in social care in 30 years
- Personalisation – customers have more choice and control of their care and support
- Personal budget
- ‘My Choice – My Future’
- Target of 50% of customer receiving a personal budget by March 2011
- Map the journey
 - Pre social care assessment with the customer and staff
 - During the assessment
 - The waiting time
 - Receiving the personal budget
 - Has it changed your life

Personalisation



Mr and Mrs Watts

Now able to bring in a independent care provider to assist with the care of Mr Watts.

- Regular Carers
- Build trusting relationship
- Flexible
- 100% satisfaction

Summary

Customer Insight is more than counting/knowing your customers – keep it real!

The real 'personalisation' agenda

See your service through the customers eyes

Minor changes can make big outcomes