











## Community

Covalent Code	Action	Impact	Progress	Status	Full Year Update	Lead
SCS CUS 001	Ensure full deployment of new 2-stage Corporate Complaints procedure, in accordance with the Ombudsman's recommendations	Improved processing of customer feedback. Increased customer satisfaction	 100%		Action complete. Annual Complaints Report presented to R&A Committee on 20 June 2013.	Brian Forbes
SCS SAP 017	Develop and implement a Community Learning and Development Strategy to support objectives of the Making Clackmannanshire Better programme	Increase in strong sense of community Increased involvement in local decision-making	 30%		Whilst there was slippage against this action in 2013/14, this work has been tasked to, and is a key part of the Community Wellbeing Partnership Programme for 14/15.	Cherie Jarvie
SCS SAP 018	Deploy Citizen Space, corporate consultation guidance and toolkit and provide training to support implementation.	Improved satisfaction from communities on consultation.	 100%		Citizen Space consultation tool has now been fully deployed. Corporate guidance on consultation has been developed and published on Connect. A training programme on carrying out consultations and using Citizen Space has been carried out with identified key users. This training will be rolled out to wider employees through the Learning and Development programme and Leadership and Management Programme.	Cherie Jarvie
SCS SCS 016	Plan & deliver an extensive programme of major civic events in 2013/2014	Increase in strong sense of community	 100%		A number of civic events were held throughout the year including International Workers Memorial Day in April, St John Vianney's Centenary Celebration on 4th August and the Annual Kirkin' of the Council Ceremony in October held at Alva Baptist Church. The Council also supported the Royal British Legion Scotland in their organisation of the Remembrance Parade in November. The Council supported Holocaust Memorial Day for the first time. The Citizen and Young Citizen of the Year Awards took place on 10th March as part of the Making Clackmannanshire Awards. All events were well attended by Elected Members and the Lord-Lieutenant.	Alison Bryce; Brian Forbes; Cherie Jarvie
SCS SCS 017	Develop 2014 Legacy Plan for Commonwealth Games and Ryder Cup	Increase strong sense of community	 69%		A draft legacy plan is being developed and a number of key workstreams are in progress, including an schedule of planned events and an adult learning programme which will secure a significant legacy for all communities. Activities will include: event planning and management, stewarding, first aid etc. The Queen's Baton Relay will be a major event in Clackmannanshire when it arrives on 25 June 2014. Though there is significant activity this is yet to be fully articulated a formal legacy plan.	Stuart Crickmar

### Customer Results

Code	Description	2011/12		2012/13		2013/14			Full Year Update	Lead
		Value	Value	Value	Target	Long Trend	Short Trend			
BUS BUS 002	Customer satisfaction with overall experience of Business Support	94.1%	94.1%	85.2%	96.0%	↔	↘	Surveys were carried out in most Services who use the Business Support services. The target shortfall was just over 10%. An action/improvement plan has been formulated and is monitored on a regular basis. Further investigation is being undertaken as to the most effective way to engage with our customers in order to achieve a higher response rate.	Alison Bryce	
CUS CAP 001	Satisfaction with overall experience of Community Access Points	100.0%	97.8%	97.6%	100.0%	↘	↘	Customer satisfaction levels remain extremely high. We have introduced a number of new library services over the year, and these have been well received, however, year on year improvement is increasingly difficult at such high levels of satisfaction.	Brian Forbes	
CUS CTC 003	Satisfaction with overall experience of the Contact Centre	90.0%	87.0%	90.4%	95.0%	↔	↘	Overall target not met however the trend indicates continual improvement throughout year. We will continue to use customer feedback to refine our processes to bring satisfaction closer to that achieved by CAPs.	Brian Forbes	
CUS REG 001	Customer satisfaction with overall experience of the Registrars Service	100.0%	97.1%	100.0%	100.0%	↔	↘	Customer satisfaction remains consistently high in this service.	Brian Forbes	
SAP SAP 001	Customer satisfaction with overall experience of Strategy & Performance	82.3%	85.0%	85.0%	90.0%	↔	—	Strategy & Performance is measured annually, whilst teams within the service area, below, survey quarterly. We have maintained high levels of satisfaction whilst achieving managed contraction of services.	Cherie Jarvie	
SAP SAP 002	Satisfaction with Strategy & Performance: Consultation and Information			100%	90%	?	?		Cherie Jarvie	

Code	Description	2011/12		2012/13		2013/14			Full Year Update	Lead
		Value	Target	Value	Target	Long Trend	Short Trend			
SAP SAP 003	Satisfaction with Strategy & Performance: Communications services	94.95%	90%	92.41%	90%	94.82%	90%	↔	↔	Cherie Jarvie
SCS SCS 016	Number of complaints received about service	4	7	9	7	14	7	↔	↔	Stuart Crickmar

Significant projects during this year that we've had good feedback on include: extensive budget consultation programme; supporting consultations on early years provision and the local development plan.

Campaigns have included foster care recruitment and the dog watch crackdown; supporting the launch of new services including Money Advice's new Making Advice Work project and the Home@Clacks service; publicity associated with welfare reform, the service moves to Kilincraigs, opening of new housing developments, the introduction of charges in adult care.

Annual hits on ClacksWeb has increased to just below 2million with visits by mobile users increasing to 40%. The service launched the new mobile version of ClacksWeb in Q4 of 2013/14.

Interest in the Council's social media accounts continued to grow in 2013/14 with followers on Facebook rising to 4010 (7.5% increase on 2012/13) and on Twitter to 4381 (3% increase on 2012/13).

There has been a small increase in the number of complaints recorded in 2013/14 compared to the previous year (14 compared to 9). This should not necessarily be seen as a bad thing, reflecting an open approach to actively gathering customer feedback - whether good or bad. There are no discernible trends. 86% of all complaints recorded in 2013/14 were dealt with within timescales.

## People Results

Code	Description	2011/12		2012/13		2013/14			Full Year Update	Lead
		Value	Value	Value	Target	Long Trend	Short Trend			
SAP S01 SCS	Staff survey - Strategy & Customer Services staff - I am satisfied with my job	69.2%	75.0%	68.8%	85.0%	↗	↘		The Service did not meet the target of 85% by 6.3%. Although there is no specific data as to why the target figure has not been met there have been a number of factors which may have contributed to this including the move to Kilincraigs and potential changes to terms and conditions. We are reinvigorating efforts on staff engagement over the coming challenging year.	Stuart Crickmar; Cherie Jarvie, Brian Forbes, Alison Bryce
SAP S14 SCS	Staff survey - Strategy & Customer Services staff - My senior managers demonstrate strong and consistent leadership skills	44.2%	37.9%	54.8%	65.0%	↗	↘		Though good progress was made, the service did not meet the target by 10.2%. It is anticipated that this figure will increase following further efforts on staff engagement and the current Leadership Development Programme which is being undertaken by all Service Managers and Team Leaders.	Stuart Crickmar; Cherie Jarvie, Brian Forbes, Alison Bryce
SAP S15 SCS	Staff survey - Strategy & Customer Services staff - I have a Performance Review & Development meeting at least once a year	74.4%	76.9%	92.1%	95.0%	↗	↘		Though good progress was made, we did not meet this target by 2.9%. This is attributed to long-term staff absence and staff turnover. We will continue focus on this area to ensure that all staff get a PRDs and 121s regularly.	Stuart Crickmar; Cherie Jarvie, Brian Forbes, Alison Bryce
SAP S30 SCS	Staff survey - Strategy & Customer Services staff - I feel that communication across my service/team is good	43.6%	45.1%	51.6%	65.0%	↗	↘		Although the service did not meet this target in 13/14, we have seen steady improvement over the last three years. A number of initiatives are in place in the service to improve service communication and information. All of our approaches are constantly under review.	Stuart Crickmar; Cherie Jarvie, Brian Forbes, Alison Bryce
SAP S31 SCS	Staff survey - Strategy & Customer Services staff - I get all the information I need to do my job	48.7%	46.5%	50.0%	65.0%	↗	↘		The Service did not meet this target by 15% although there was an improvement on the previous year. The Service have been actively working with staff either through the induction process or through regular 1-1's to seek guidance and information on the needs of the staff to ensure they have the information they require to undertake their job.	Stuart Crickmar; Cherie Jarvie, Brian Forbes, Alison Bryce
SAP S34 SCS	Staff survey - Strategy & Customer Services staff - There are ways to feedback my views to management within my service	44.9%	37.6%	43.8%	65.0%	↗	↘		The Service did not reach the target by 21.2%. Although it is felt there are numerous ways to feedback information i.e. team meetings, 1-1 meetings the effectiveness of these will come under review in the coming year. Staff will be involved in that process..	Stuart Crickmar; Cherie Jarvie, Brian Forbes, Alison Bryce