

You said... we did

The answers you gave us in the employee satisfaction survey have been helping us to shape how we are doing things now and in the future.

This report gives you an update on the progress we've made and what's in the pipeline.

From the survey, we've focussed on 3 areas for improvement. These are management, public perception and communications. The results were looked at in greater detail at the management forum and a task and finish group has been set up to look at moving more of the suggestions forward.

Management

Half (55%) said they did not feel their Director was effective at building team spirit and 44% disagreed that there is a clear strategic vision and leadership.

You said...

One of the main criticisms was the timing of information to staff and that distribution of information was not distributed in a consistent way.

We did...

We're reviewing how key messages are delivered and the team briefing systems. We've already analysed how each directorate tackles team briefing and now they'll all going to be aligned. As we're working towards one Council, we are aiming for one system so the right people, get the relevant information and the right time.

You said...

By communicating and recognising the good things that teams it would help build team spirit.

We did...

We're looking at introducing a 'We're Proud of' award scheme. The idea is to encourage and reward excellence in the performance of employees.

You said...

We need up to date EDRs to make teams feel valued

We did...

We've agreed that there should be a 100% return on completed EDRs. The process is starting this month and managers will have until July to ensure you have an EDR.

You said...

CMT should have a higher profile.

We did...

We're planning a corporate roadshow for all employees. We'll let you know the format and the subjects we're going to be discussing in Wyred Weekly.

Public perceptions

More than a third of respondents (37%) said they felt the public had a negative view of the Council and 47% felt it had got worse over the past two years.

You said...

We should be making more of our local papers and radio station.

We did...

The Communications Team works hard to promote all positive stories. We recently worked with the Kidderminster Shuttle to promote 'Switch it Off' week where they ran a series of articles, as they did with the ReWyre initiative. They've also agreed to work closely with us to promote Kidderminster Arts Festival. The team needs to be informed about what is happening and looks to officers to keep them up to date. We have 'Communication Champions' in each directorate and one of their roles will be to liaise with the Communications Team. The Communication Team is also attending the corporate induction to highlight the benefits of being loud and proud about the Council and instil the importance of promoting good news stories. While we can tell the media about what is going on and issue news releases we have no control over what is published, whether in print or online.

You said...

We don't promote our good news stories and that we're not good at letting people know what we've achieved. We should celebrate the 'taken for granted' achievements.

We did....

There is no longer a budget for Newswyre, which was one of our main communication channels to reach customers. We also had editorial control of the publication which meant we could publish the stories we wanted in a way we wanted. The Communications Team is now looking for new channels. One idea is to produce an online version of Newswyre, which would not have the associated printing and distribution costs.

You said...

We need to keep officers in the know, so they can pass on information and be ambassadors.

We did...

All press releases are put on the website and increasingly they are put onto the intranet too. The intranet is an area which is being developed to ensure

that employees have access to information at their fingertips and a knowledge base for everyone.

You said....

We need to reinforce the culture of good service and review the expectations of our customers. They need to know what level of service they can expect from us.

We did...

We have launched the Customer Service Charter - this is so that customers as well as employees know what to expect from the Council. It's a simple guide to how we expect employees to act with customers and how we'll deliver our aims. It also sets out what we expect of our customers. We've also now introduced telephone and email standards.

You said....

We need to give the public a clearer understanding on what our services are. We're being confused with County and the housing company.

We did....

Gaining recognition for our services will always be a challenge, particularly as we move towards offering access to more partnership services via the Hub. We are producing a 'look book', with guidelines on how all of our services should be branded. There will be a section on partnerships to ensure that we get the credit for work we do. Each year in the Council Tax leaflet, which goes to all homes, we provide a summary of the things we do and our achievements. We are looking at developing this and producing a hand-out to distribute at events and to give to people moving to the district.

You said...

We need greater engagement with our communities.

We did...

We've set up a Community Forum – this is an opportunity for anyone in the community to attend a meeting and share their views on matters that are important to them. We've had two so far and the next one is due in June. We're also working with Wyre Forest Matters on Community Conversations. These will be a series of facilitated discussion groups aimed at shaping services across the district.

We've also signed up to a new Consultation portal. This will enable us to do online questionnaires and discussion boards.

You said....

Tell people that we are an excellent authority

We did...

We want everyone to be 'loud and proud' about working for Wyre Forest District Council. In the survey 55% of respondents said they were proud to

work for the Council and 65% would recommend the authority as an employer. So please spread the word of the good work we do.

Communications

Almost half of respondents felt that communication between directorates was not good and 47% also disagreed or strongly disagreed that communication between the Corporate Management Team and employees was good. A third of respondents felt there were not the opportunities to make their views known to the organisation and 62% felt the Council was not open with their employees.

You said...

People regard consultation with cynicism and feel it is just a 'tick box' exercise.

We did...

We hope that by feeding you with this feedback, it'll highlight the importance of your input into how we do things. We will continue to update you on the progress we're making.

You said...

Communications between directorates was not good and that there should be a consistent approach to information given to ensure all Directorates are getting the same information. You said some information from CMT passes some people by.

We did...

We've introduced Wyred Weekly, and this has had positive feedback. As well as the weekly news, it includes a monthly feature on a team, which is something that was also asked for. We've been including CMT minutes and will look to include DMT minutes too. As previously mentioned CMT is also reviewing the team briefing system.

You said....

Senior management should be included in CMT

We did...

We're starting a new working group, called WF20, to tackle specific council projects as part of the transformation process. It's made up from the Corporate Management Team and senior managers. The first meeting will be held at Green Street on the 15th April. You'll be able to find out what happens by reading the minutes in Wyred Weekly.

You said....

Staff don't know where to find information.

We did...

We've now working to improve the intranet. The importance of the intranet will grow as we move towards more home and flexible working. It needs to work for you and we will be asking for your input in its development.

You said...

We need more regular questionnaires

We did...

We'll be producing another Employee Satisfaction Survey this summer and we're also working on a questionnaire to gain your views on single site issues. Once training has taken place, the new consultation portal should help us develop this type of consultation. We should also be able to have discussion boards to get immediate feedback from you.