Annual Stakeholder Survey, Feedback and Response
Improvement Actions Overview

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Background

The Improvement Service Performance Management Framework includes issuing an annual stakeholder survey to assess and report the extent to which councils and partnerships perceive our support as being valuable. The feedback from the stakeholder survey is used to inform our continuous improvement plans for our products and services.

Overall, how satisfied are you with the Improvement Service?

Overall satisfaction 2019
80%
(81% 2018)

Overall response 2019
12%
(10% 2018)

5% dissatisfied

15% neither satisfied nor dissatisfied

80% very/fairly satisfied
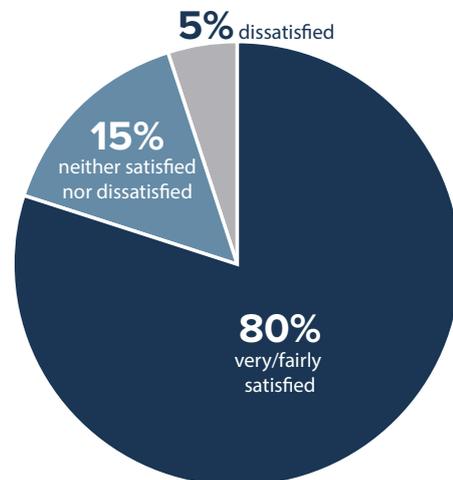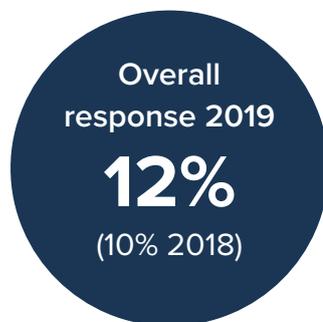
Improvements Made Since 2018

Eighty percent continues to represent a high level of satisfaction compared to the industry standard; the 1% difference in overall satisfaction is not considered statistically significant. The Improvement Services (IS) Customer Survey Group have continued to work with individual teams to refine their survey and stakeholder list, this year with an emphasis on improving the response rate. The response rate was 12%, which is an increase of 2 percentage points or 31 responses since the previous survey in 2018. Response rates between 10% and 15% are generally considered standard for customer surveys, and so 12% can be considered a good response rate.

''The Improvement Service consistently provides work to a very high standard.''

Measuring Success

When reviewing performance it is key to identify success and highlight what is working well. This allows us to identify opportunities:

- where best practice can be transferred
- to continue to evolve a product/service
- for further business development

Continuous Improvement

Continuous improvement is intrinsic to our business. Our range of products and services are useful and making a difference today. However we must ensure our offers complement those of other partners, continue to be effective and add value.

We will listen to stakeholders and respond, recognising that what works best in practice will evolve over time and in response to ever increasing challenges. The Improvement Service aims to develop its corporate approach to continuous improvement, so following the 2019 annual customer survey exercise all programme leads were asked to complete the improvement actions template for their specific products and services.

''All experiences to date have always been positive, informative, constructively challenging and delivered improvements.''

Summary of key improvement actions put forward by teams

Corporate: The IS is working on a range of corporate improvement activities to ensure it continues to support Local Government priorities and challenges, as a centre of research excellence, knowledge and good practice through its products and services.

Communications: We will continue to strengthen our communications to better demonstrate the value and impact of the Improvement Service to Elected Members, Councils and other key stakeholders and to showcase the positive impact of our work across Scottish Local Government.

Change Management: We will develop a clear and comprehensive offer of change and transformation support to all Councils and provide a wide range of change support to meet needs at a local level. We will also review and improve the structure and quality of the support to our Change Manager's Network and its presence on the Khub to meet the needs of users, to ensure it is fit for purpose and adds value.

Benchmarking: We will strengthen communications to key stakeholder groups to emphasise the credibility, relevance and reliability of LGBF data as a robust foundation for benchmarking practice. We will gather and promote examples demonstrating how councils are using the LGBF. We will review our website, Knowledge Hub group and range of LGBF data analysis tools to improve accessibility.

Digital Public Services: We will continue to help councils and partners deliver high-quality public services that provide value, promote sustainability and offer better customer experiences. We will implement our roadmap in response to feedback and consumer demand, and introduce new security features, new online services and offer new routes for citizens to prove their identity, designed to broaden the appeal and the reach of the portfolio's products and services.

Elected Members: We will consult Elected Members to help develop new and flexible development opportunities that meet their needs and challenges. We will also develop a coaching offer and will be running workshops and webinars to explore learning journeys.

Knowledge Hub: We will support the relaunch of a new and improved Khub focussed on user priorities informed by a national survey and workshops to better understand the current and future needs of users.

'' Improvement Service staff are a pleasure to work with. Every communication is positive and professional.''

Money Advice Service: We will continue to work with Scottish Government, Local Government and others to ensure there is strong input helping inform the direction of Scottish Government activities and funding of debt advice.

National Entitlement Card Programme: Together with our partners, Dundee City Council, we will ensure the NEC Scheme is managed and delivered effectively and that new requirements of key customers are delivered optimally, procuring new components, where appropriate. With Scottish Government and others, we will develop a broader proposition for the delivery of more services to citizens, spanning across several policy areas, and leveraging the NEC, Young Scot NEC (and other delivery mechanisms). We will ensure these plans align fully to both to Scottish Government Digital Directorate Programmes and to our Digital Public Service Portfolio, a clear focus being to make it easier for people to access public services, offline and online.

One Scotland Gazetteer: We will continue to provide support and guidance to all 32 local authorities and collaborate with our partners which include Broadband Scotland, National Records of Scotland (for Census2021), eDevelopment.scot, Energy Saving Trust, Ordnance Survey, and more. We will also continue to work with Police Scotland, Scottish Fire & Rescue and the Scottish Ambulance Service in the scoping of an emergency services gazetteer.

Place: We will develop an offer on Place, aligned with local strategies and local action to support the national mandate and delivery of Place collaboration. We will also develop Place and Health principles to inform the Public Health Reform whole systems approach. In order to increase reach to remote Councils we will be developing more online Planning Skills activity and resources.

Planning Skills: We will develop a programme of events for Planning Skills, based on the training requirements notified to us by our member organisations. In order to increase reach to staff in remote areas we will be developing more online Planning Skills activity and resources.

PSIF: We will review and refresh the PSIF statements to ensure they reflect the current improvement challenges faced by PSIF organisations. The PSIF Khub group will also be renewed to increase the sharing of good practice and ideas across the PSIF network and ensure PSIF members are better informed about updates.

Research: We will continue to undertake research and gather data intelligence to support the effective delivery of IS products and services. We will also explore mechanisms to ensure our work is aligned to Local Government priorities to help maximise Local Government's combined contribution to public service reform.

Spatial Hub: We will continue to improve the quality and increase the number of datasets available through the Spatial Hub by working in collaboration with providers, users and policy experts. We will also continue to develop the Spatial Hub model to help increase the value, impact and awareness of spatial data. Seminars and workshops on relevant topics will be organised as necessary to help inform, educate and update spatial data professionals.

TellMeScotland: A new notice category for Councillor Surgeries has gone live with one Council and is available for supported roll-out to all others. The facility to publish planning notices automatically is also being developed and will be available from April 2020.

Violence Against Women (VAW): To increase the effectiveness of the VAW Network we will ensure the VAW Partnership leads have protected time at network meetings to discuss challenges at a local level, and how these can be overcome. We will produce briefings to highlight links between tackling VAW and other community planning priorities. We will also organise national events to bring together stakeholders involved in different thematic areas to strengthen partnership working on shared outcomes.

Improvement Service Performance 2018/19

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For every £1 of core grant invested in the Improvement Service we bring in an additional £4.50

£1.440m additional funding brought in from outwith the sector to support Scottish Local Government

2018/19 KPIs
Customer satisfaction **81%**
Staff satisfaction **78%**
Programme performance **99.1%**
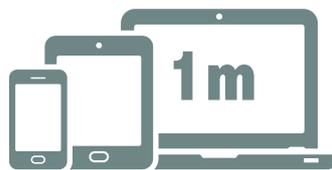
On course to reach **1 million myaccount online accounts** in the next few months

Over 40 organisations and partnerships are using the PSIF model
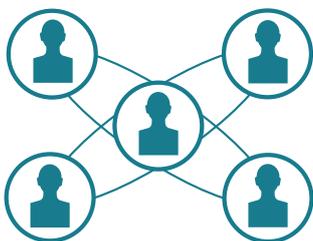
Knowledge Hub's Scottish Public Services Network has **22,000 members** including:

14,000 from local authorities
4,000 from Scottish Government

We reimbursed **£250,000** back to Local Government to assist with improving spatial data

Change Managers' Network growth to almost **700 members**, representing more than **100 organisations**