Chorley Council

Transforming Services Around Customers' Needs

Donna Hall
Chief Executive

"Lost in Transformation"
10th December 2008

The Next Fifteen Minutes:

- Our Overall Approach
- What we did that worked
- Any Questions?

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Our Approach?

- It's the day job for everyone: staff – members - partners
- No excuses!
- Focus on what matters to local people
- 'You Said, We Did'
- Take tough decisions
- Put our money where our mouth is
- Keep it simple
- Mature enough to admit when we are wrong

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What We Did That Worked:

- Chorley Smile
- Community asset management
- Families First – vulnerable households
- Innovation in customer focus
- Tell us once pilot – DWP
- Circles of Customer Need

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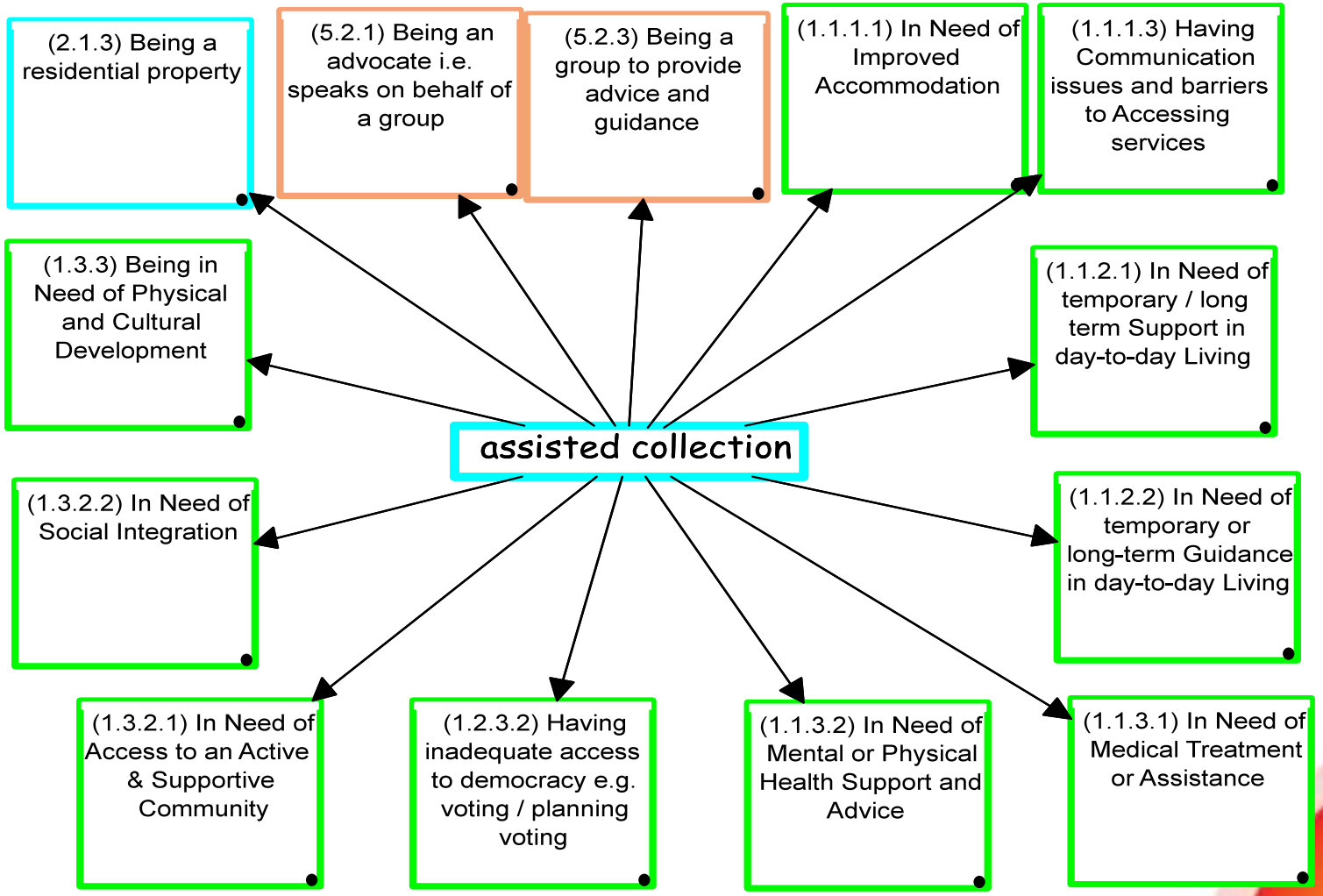
Examples of Circles of Need – Assisted Collection



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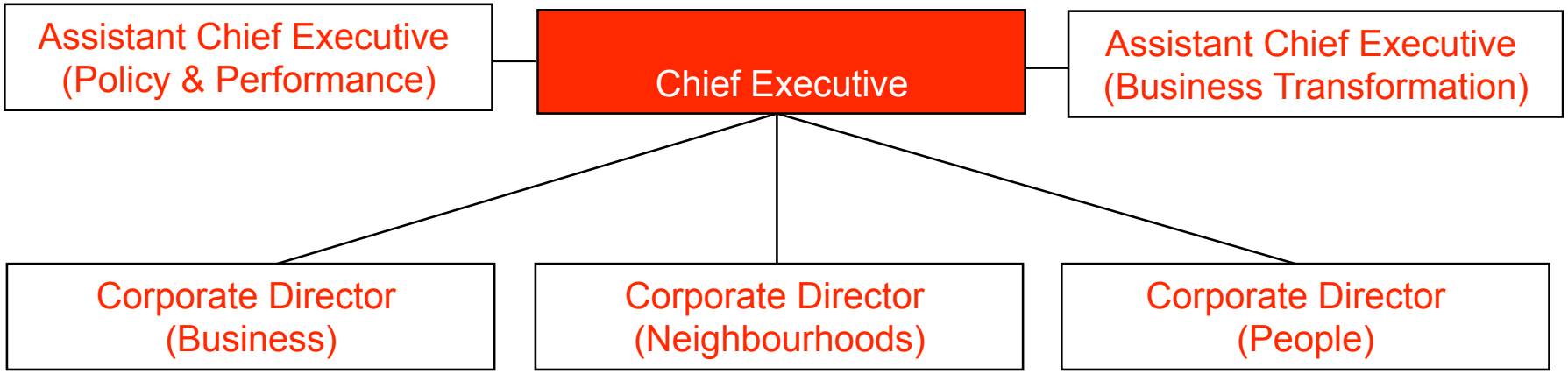
What We Did That Worked:

- Improving two-tier working (Locality Planning)
- MATAC – innovation in reducing crime and disorder
- Focussing where it matters - Cleanest streets
- YOU Said WE Did in local neighbourhoods
- Overall customer satisfaction up by 14%

Customer Focus



Addressing the needs of the customer by focusing on People and Place: ‘People’, ‘Neighbourhoods’, ‘Business’

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Weeks of Action

- Typical involve over 30 partners to improve outcomes
- Highly successful, targeting interventions where they are most needed: enforcement and engagement
- Recognised at National Land and Property Gazeteer Exemplar wards for our innovation
- Engages residents in community clean ups and all actions linked to Chorley Smile pledges to increase positive citizenship.

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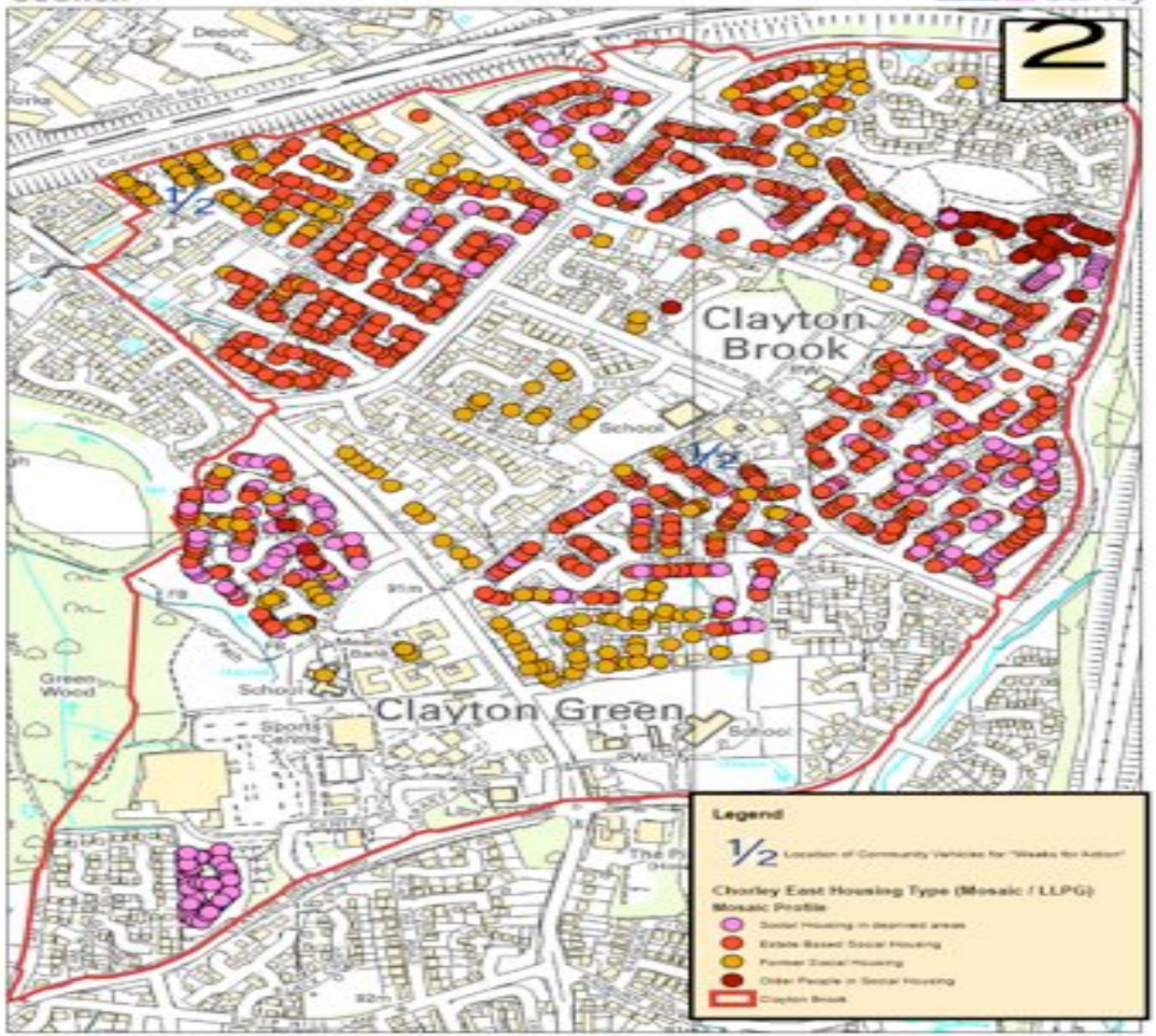
Clayton Brook Profile

Ordnance Survey



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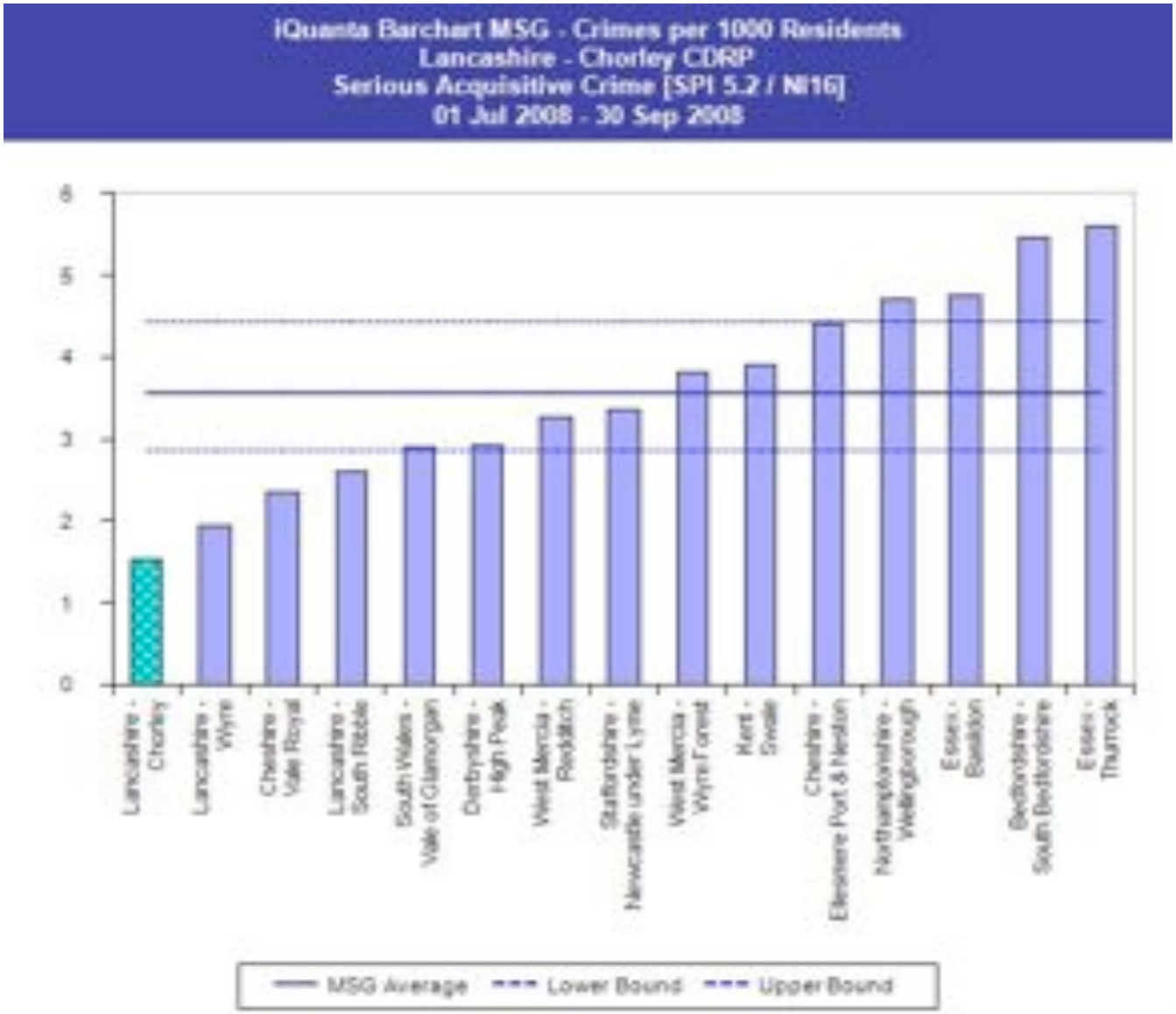
Chorley Moor Estate Week of Action

- Bottom 9% Child Poverty.
- 19 tonnes of waste removed with 80% recycled
- 90 properties of vulnerable residents marked with SMARTWATER (Properties of repeat victims of burglary and elderly people in sheltered accommodation)
- 9 premises alcohol test purchased by Trading Standards and Police
- Lancashire Fire and Rescue: 13 free home fire safety checks and 50 referrals
- 7 cars seized for driver being uninsured or unlicensed
- 2 vehicles clamped for having no tax
- 1 driver fined for no MOT
- HM Court Service who execute warrants for Week of Action recovered £15,178 of fines from successfully executed warrants
- new claims for benefits



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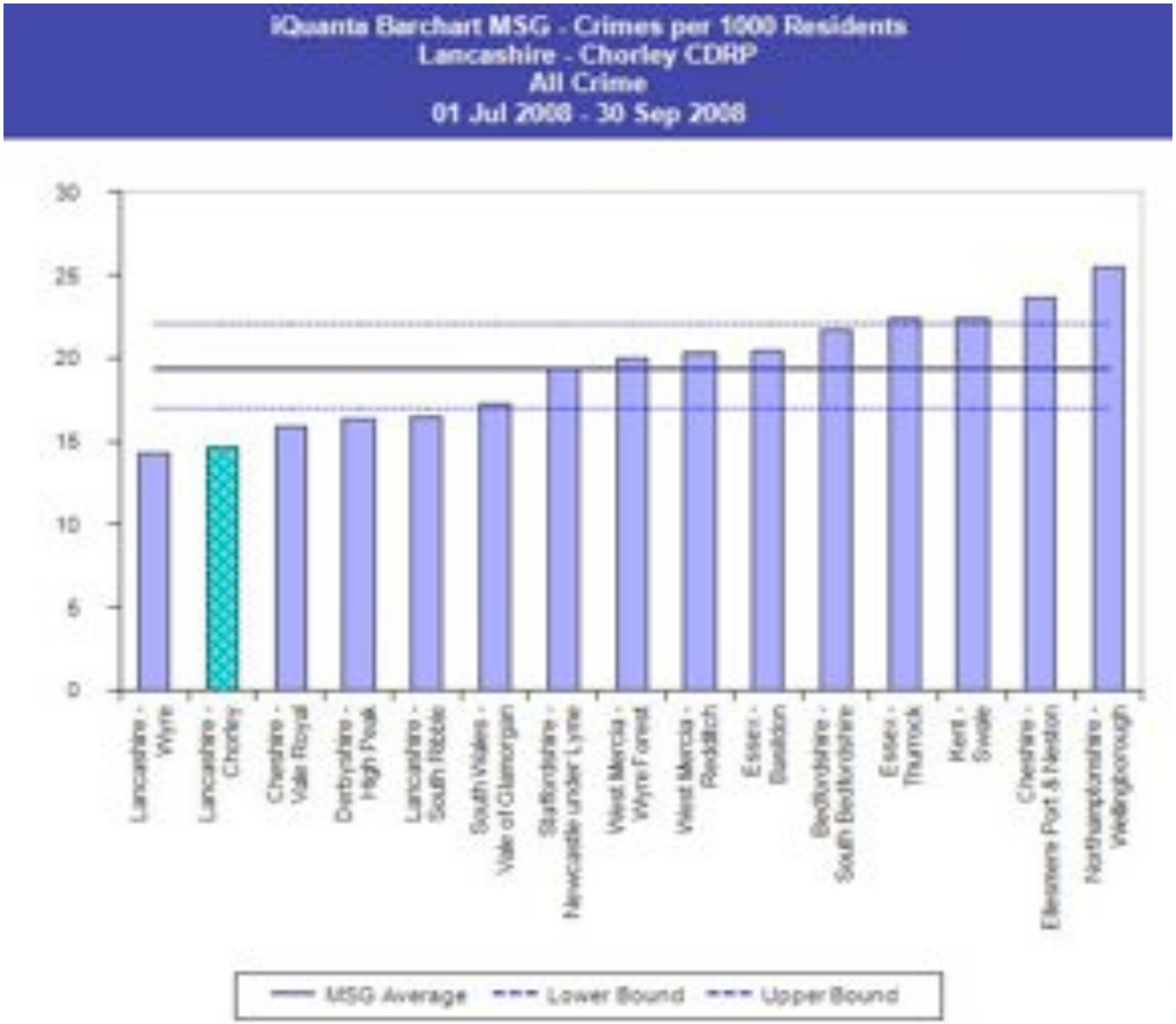

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Community Leadership in the Face of Recession

- Private sector LSP chair
- Redundancy taskforce with 20 partners
- Piloting 'Connect to Work', a free job matching service for residents on incapacity benefit and a 'Back to Work' fund, providing funds for essentials such as an interview suit.
- 'Count on Us' campaign, with The Chorley Guardian, and local businesses. To give advice and information to residents about where they can find help during the credit crunch.

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Any Questions?

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