

**CUSTOMERS AND COMMUNITIES SERVICE
ACHIEVEMENTS – 19 July 2011**

LIBRARIES

Surrey libraries is aiming to help 5,000 residents get on-line as part of the **Raceonline** pledge, contributing towards the overall SCC target of 10,000. During the sample week in quarter one (w/c 16th May), 1,728 people were supported to get online across the Surrey Library branch network. This employed the national methodology of counting the number of encounters and assists with library staff and then factoring up to produce a quarterly figure of 20,736. This clearly exceeds the Libraries target of 5,000 and SCC's target of 10,000 by the end of 2012. Going forward the target will be adjusted

Following the libraries Public Value Review, expressions of interest have been sought for the running of 11 **community partnership libraries**. The formal period for approaches concluded at the end of June and the service is now actively engaged in discussion with community and volunteer groups across the county

Virtual library goes from strength to strength. Online use of libraries continues to increase. All 400+ pupils of Box Hill School have signed up to SCC's virtual library and embraced the e-reading and e-information revolution. SCC's virtual library is now the County's 4th busiest library and is used over 3 million times a year. Total virtual visits to Surrey libraries were 2,523,690 in 2009/10 and rose to 3,161,022 in 2010/11- an increase of 25%

Tweet with the library. The library service's Twitter account gathered its 1000th follower this year. You can follow the Surrey library service on Twitter at www.twitter.com/surreylibraries/

Libraries move into e-newsletters Email newsletters have been piloted and have proved to be a potent form of communication with customers. Hits on a website in a pilot email went up from 40 a day to 400 a day. The first children's e-newsletter was sent to 28,000 parents and carers on Saturday 9 July. An adults e-newsletter is planned for the Autumn.

Applause for Apps. Overdrive, SCC's eBook and eAudiobook supplier has produced new apps for smart phones which have been a great success and should enhance many users experience of eBooks and eAudiobooks. The release has been covered by local news and tweeted widely by library followers

Circus Stars Summer Reading Challenge 2011. Libraries have just launched Circus Stars, there has been a year on year increase in children taking the challenge. Last year nearly 14,000 children aged 4-11 years took part.

Children's book award 2011. Libraries received a whopping £5,000 sponsorship from P&G Community Awards and strong support for the scheme from the champion schools- apart from how much children enjoyed being involved, schools reported the involvement of their children in the Award was having longer term beneficial effects.

Children's Book Festival 2011. A capacity crowd of over 200 children and young people heard Darren Shan speak and queued for over 2 hours to get their books signed. Two children came all the way from Norway for the event held at Ewell.

Surrey Libraries and the Letterbox Club. The Letterbox Club is a national scheme run by Booktrust. It focuses on improving the educational outlook for looked after children aged 7-13 by providing them with a monthly parcel of books, maths activities and stationery items over a 6 month period. The packs are sent out by Surrey's Virtual School, a unit within Children's Schools and Families with a specific role to work with Surrey's Looked After Children. As a library service we are working with the virtual School to support these children. Libraries provide various inserts for the packs, library based materials, library leaflets, joining forms for children and carers, and promotional materials. We are also arranging activities to support their reading development. We

APPENDIX C

are trying to bring club members together to enjoy our series of literary events. The first of the packs went out in June and we saw our first letterbox Club member join the library at New Haw in the same month. Club members have all been offered free places at our events so we hope to see many more members this year.

Patients First conference held in Tunbridge Wells in May was organised by NHS and public librarians working in Surrey, Sussex and Kent and was designed to promote cross-sector partnership working. Janet Thomas from Surrey Libraries, currently acting as the Society of Chief Librarians' South East health champion, addressed the 60 delegates with an insight into the contribution of the public library service to the health and wellbeing of our local communities. She was then followed by Craig Jones, also of Surrey Libraries, who talked about the success of Surrey's 'Human Library' events, where you could 'borrow a human book and take out your prejudice'.

ADULT & COMMUNITY LEARNING

In December **Ofsted** undertook its Inspection of the Adult Learning Service as part of its four year cycle. The inspection team found that ACL had made excellent progress since the unsatisfactory outcome in 2007. All curriculum areas were graded as good as was the quality of leadership and management. The quality of teaching and learning identified at inspection has been confirmed by internal quality monitoring, with the number of tutors judged as outstanding continues to grow.

In 2010 - 11 over 50 new **partnership arrangements** were established including Children Centre's, Schools, Community Venues. In addition valuable new partnerships have been formed with the Gurkha community and the probation service. This is reflected in the increase percentage of adults from minority ethnic groups being engaged on the adult learning programme.

The **Supported Learning** department provided excellent collaborative working with local partners (About Us, Employability, Halow Project, Leonard Cheshire) to offer a variety of new courses (both accredited and non accredited) including Travel, Work and Community Skills and Encountering Experiences for adults with profound and complex needs as well as 'Building Futures' for young adults with learning difficulties moving on from FE colleges to independent living.

High levels of learner success in **art and craft work** have been rewarded and recognised through acceptance of work for Royal Academy and Patchings Exhibitions. While three tutors worked on *the royal wedding dress*.



Anne Butcher with a display about the royal wedding dress

The Service has undertaken a series of **research** initiatives with its tutor and learner base to assess the **impact** on adults undertaking a programme of learning. The finds include increased confidence and self esteem leading to improved social and health outcomes, including reduced feelings of stress and isolation, and enhanced independence and coping skills.

HERITAGE

Surrey Museum has been featured as a case study (see inset, p.35 of the document) in the New Local Government Network publication "Realising Community Wealth – Local government and the Big Society". Heritage supplied this in response to the NLGN's call for intelligence on the Big Society earlier this year. This report was

Case Study

Surrey Museums

Surrey Museums Consultative Committee (SMCC) has been an umbrella organisation since 1993, funded jointly by District, Borough and County Councils. It works in close partnership with Surrey Heritage (Surrey County Council) to support over 40 museums in Surrey with a wide range of free services that would otherwise be unavailable or very costly, and as a voice on a larger stage where most museums are small.

Over half of Surrey's museums are entirely volunteer run. The remainder have limited paid posts and are reliant on their volunteer staff. Through their work, SMCC and Surrey Heritage provide volunteers with training and skills development that supports capacity building and develops delivery of an efficient museums service.

launched at the recent LGA Conference and raises Surrey's profile.

The Surrey Heritage Exploring Surrey's Past website is attracting increasing numbers of users, with numbers rising by 75% in June 2011 compared to the previous year, and current levels more than 6 times greater than in 2008:

SURREY ARTS

Following Peer Moderated Reviews in 2009 and 2010, Surrey Arts underwent its third and final **Peer Moderated Review** in Spring 2011. The review involved work between a number of Surrey Arts' pupils, teachers and leaders and James Thomas of Hackney Learning Trust, Surrey's Music Service Partner. James' visit focused on identified areas of strength and development from the previous visits, drawing conclusions from data, discussions and lesson visits about various categories. Achievements and Standards are rated Very Good, with School Programmes Good and Outstanding, Partnership working was rated **Outstanding**, developing Early Years provision is **Good** and Teaching and Learning is **Outstanding**. James concluded his report by saying "Surrey Arts has made significant progress in its work and is very well placed to face the challenges that lie ahead and to take a leading role in its area. The overall quality of Surrey Arts' work is Outstanding."

REGISTRATION

Registration Services will be one of the first county council services nationally to be involved in **Tell Us Once** when this is launched later this year. This will enable people to advise deaths once with the updates then shared between the appropriate agencies. Surrey is sharing a project manager for this scheme with Hampshire, which will enhance the customer care between the two authorities

CUSTOMER SERVICES

On Thursday 14th July, the contact centre training team was named as **Training Team of the Year** at the Good Communications Awards, which recognises the good work of communications departments across local and central government. The team, was recognised for their excellent training approach which ensures that a commitment to customer service excellence is embedded in the whole organisation. Achievements include the design and delivery of the highly interactive 'Delivering the Customer Promise' training and the 'Supporting you in Challenging Times' training in the contact centre, which provides a mixture of tips and techniques on how to deliver bad news in a positive way whilst remaining professional and helpful, and provides the emotional resilience needed to help deliver difficult messages whilst maintaining high levels of customer service through the current period of financial constraint.

Customer Services won the Professional Planning Customer Contact Innovation award for the Public Sector in April. This prestigious annual award, organised by the Professional Planning Forum was presented to the various teams within the Customer Services department for outstanding innovation in transforming their operations both within and beyond the contact centre. This was awarded after a very rigorous judging process back in February. These awards are acknowledged within the industry as being the hardest ones to win and therefore a real achievement for the service.

Other recent accolades include a high commendation (and runner-up position) for the **Contact centre** in the "Best Call Centre in Europe" category (European Call Centre Awards), and praise for the **Adults contact centre** (Care Quality Commission) as "one of the best in the country"

2012 OLYMPICS

Preparations for The **London Surrey Cycle Classic** have progressed, with this test event – the largest single sporting event ever staged in the UK - taking place on 14th August 2011. Our priority has been to help local residents and businesses celebrate and prepare for the event. We have sent 2 resident newsletters to 24,000 households on the route and a newsletter to all 3000 businesses on the route. There have also been drop-in sessions, events and meetings, that have directly reached thousands of residents and businesses. We have had a very positive

response from the public, and businesses are actively seeking to make the most out of the opportunity.

More success for Surrey from Pre Games Training Camps. Surrey signed the whole of the Nigerian Olympic and Paralympic Teams, and also China's Tennis Federation agreed to train in Surrey. This brings the value of pre-games training camps to over £1.5 million for the local economy.

Surrey based business have so far secured £740m worth of Olympic-related contracts – the largest value outside of London

P&G Surrey School Games ended on a high note, not only have 20,000 young people taken part in heats, and a further 5,000 taken part in high quality, competitive county finals, but on 23 June Surrey broke the world record for creating the largest human Olympic Rings with over 1850 young people taking part at George Abbott School in Guildford.

SCC organised the event to celebrate World Olympic Day and the 400 day countdown to the London 2012 Games. The children were joined in the record bid by Team GB athletes including Rachel Cawthorn (kayaking), Sheree Cox (shooting) and Sophia Warner (athletics).



They formed the human Olympic rings on the George Abbot School playing field, in Guildford, at 12.30pm, and had to stand still for three minutes before they could be crowned record breakers. The previous record was set on June 24, 2008, in Beijing, China, and featured 1,202 people.

Denise Saliagopoulos, Surrey County Council's Cabinet Member for Community Services and the 2012 Games, said:

“You could have heard a pin drop during the nerve-wracking three minutes the children had to stand still to break the record. The anticipation was almost unbearable but it was soon replaced with cheers of joy as the youngsters delighted in making a little piece of Olympic history. It was a thrilling experience and great to see their happy faces.”

“By getting children involved in sport now we can help them stay healthy throughout their lives. Taking part in competition also teaches young people that through hard work and dedication they can achieve their goals.”

LOCALISM

Our vision for Localism in Surrey is: Deciding And Delivering Locally: The Surrey Way

- Local people more able to get involved in decisions that they feel are important to them about their local areas and public services
- Services tailored to meet local needs
- People taking responsibility for their local area
- Less red tape, more open to new ideas, better value for money

Our Localism strategy will be carried forward by six workstreams whose work will fall into the following categories:

- Move decision making to the most local level
 - Determining the level a decision should be made within the authority (i.e. whether it can be purely strategic, locally but within a strategic framework, or purely locally).
 - Making sure services take account of each part of the Vision when delivering services to ensure Localism is being implemented in our services
- Involving people locally in decision making
 - Board will carry out a Rapid Improvement Event to see how we can improve involving residents in decision-making
- Transparency
 - Identifying and reviewing existing mechanisms that are in place for engaging with local communities in relation to the decisions that impact upon them, from the perspective of the residents.
 - Working to make sure the Council's decision making processes more accessible to residents.
- Understanding local needs and opportunities
 - Making Surrey accessible to the residents of Surrey so they have access to important data
 - Looking at how to use social media to better inform us of residents' views
- Facilitate local delivery
 - Roll out of Superfast broadband to give residents' the tools to quickly and easily access the information they need
 - Currently reviewing the Community Asset Transfer to allow the VCFS greater ability to apply for our buildings
 - Reviewing the procurement process so that community groups are more empowered to bid for services
- Personalisation of services
 - Adults Social Care and Children, Schools, and Families have already started rolling out the personalisation service through the Self Directed Support scheme which allows individuals to make choices themselves.

VCFS

1. Surrey Voluntary Action Network – 9 of the 10 Council's of Voluntary Services (CVSs) in Surrey have come together in a single network contract since this April following a substantial review. This has ensured a fairer funding distribution to the CVSs and will drive efficiencies through improved and joined up working and an equity and quality of support services across the county to front line organisations.
2. In Surrey we have a vibrant and diverse voluntary, community and faith sector (VCFS) with just under 6,000 organisations. The Policy & Partnerships team is currently working with partners to ensure that the infrastructure organisations in Surrey are even more effective, drive quality and are responsive and able to meet the needs of the wider frontline VCFS. This runs in parallel to making reductions in funding from April 2012 and the desire to work towards sustainability and three year commissioning, where possible. A number of options will be developed with partners and whilst this is not easy, it presents real opportunities to look at how we are doing things at the moment, and where we can bring meaningful change that would be mutually beneficial and mitigate the impact of changes caused through reduced funding.

We are currently carrying out the annual monitoring of grants, which are highlighting some of the fantastic work infrastructure organisations carry out and the value that they bring.

There are many, many examples, but one example we would like to share is the support that the South West Surrey CVS has provided to the 'Good Neighbourhood Schemes' running in Guildford and Waverley. This is a network of Voluntary Car Schemes, which are run totally by volunteers using their own cars and voluntary donations to cover costs and reimburse volunteers for the fuel used. They take people to hospital appointments; collect prescriptions; take them to the shops and social activities etc with well over 10,000 requests a year. They have much more flexibility and bring a great deal more added value than the alternative hospital transport, in terms of timing, allowing companions to travel with the patient, befriending and even carrying out odd jobs amongst other things.

The CVS carried out a review of these services to see how well they met the needs of older and more vulnerable people and find out what gaps there might be. This led to more use of cars that could accommodate wheelchair users, two new schemes being established and the targeted recruitment of many more volunteers to support the scheme. The outcomes from this scheme are significant.

3. This has been a difficult year for the VCFS and all partners in Surrey. To support the sector and highlight the value we place with them the Policy & Partnerships team, in conjunction with Surrey Compact, have facilitated two events.

Services were invited to share commissioning intentions, directions of travel, enhance communications and similarly hear about any key issues and concerns the sector may have and how we can work together to improve things. These have been viewed very positively and are likely to continue going forward, with the next one planned for October.

4. We have been working with EPM to develop the Asset Transfer policy, which supports the transfer of underused buildings to the VCFS, fitting under the localism and Big Society agendas. This has been promoted widely and two applications are being considered by the panel. This has been very high on the sector's 'wish list' for some time and is a real positive and tangible step from the county council to support the VCFS and the Big Society in Surrey.

5. We have been leading on a volunteering project for the Surrey Strategic Partnership - 'Everyone a Volunteer'. The aim of the project is to encourage all residents to get involved in their communities. The project includes actions to both widen access to volunteering and increase the number of people volunteering across Surrey. This is challenging because the number of people who volunteer in Surrey is already higher than in much of the rest of the country but the project aims to build on this community spirit to get everyone involved.

The volunteering project is part of the Surrey Strategic Partnership's work to facilitate the Big Society in Surrey, which also includes establishing a Big Society Fund to support local community activists. In particular, it will focus on targeting those that might not otherwise be able to access funding but which require only a small grant to deal with an important local community issue. Surrey County Council has started the pot with £30k and the fund will be up and running in the Autumn.