

Operational Delivery Committee Performance Report Appendix C

SPI's – Narrative only

Customer

Early Intervention and Community Empowerment

Work done to encourage and support community engagement within the city

There has been increasing engagement activity across teams using tools such as living streets, Asset Based Community Development - a tool to look the communities' assets and building on them and Open Space Technology a tool to engage with communities and provide improvement ideas, then progress them. During 18/19, almost 200 community engagement activities with more than 4,000 hours of staff support to communities.

Some examples are: Support by the Community Centre Liaison Officer, Boogie in the Bar – supporting people with dementia, Food and Fun – during the school holidays ensures that young people get a meal every day and a chance to join in some fun activities as well as providing volunteering opportunities with Active Schools and Aberdeen Football Community Trust. There are also numerous community gardening initiatives which encourages food growing and learning new skills for all ages from school children to grandparents. We held lots of litter picks which encourages communities to work together and take pride in their community. Several community facilities across the city have benefited from Developers' Obligations such as changing building layouts to make them more accessible.

The CLD Strategic Plan 2018 was approved at Operational Committee in September after consultation with community members and Partners. The Community Engagement Outcome group has commented on Easy Read LOIP and this has been sent out to all partners and community groups. Externally funded projects are now being asked to report on their contribution to the LOIP and CLD strategic Plan 2018-2019. The CEG has developed Project Charters on aspects of the Community Empowerment Act for Participation requests and Asset Transfer. Easy read leaflets have been produced and training is being developed. Participatory budgeting continues to take place across the 3 localities, Fairer Aberdeen and with tenant groups (Housing).

Work done to encourage and support equalities and diversity within the city

Overall Performance Trend

The range and volume of activity carried out by this team and the outcomes achieved are considerable given the financial challenges of the council which has meant staff reductions at a time of increasing equalities legislation and focus on improving the customer experience.

Some of our key tasks:

Equality Outcomes Mainstreaming Report [2017- 21](#) which was published by 30th April 2018 and the Equality Outcomes Mainstreaming Progress Report [2017-19](#) was published by 30th April 2019 and has been approved by the Operational Delivery Committee.

Our [Equalities Newsletter](#) is published quarterly with some special editions. Work has been done to make it a joint news bulletin with Community Justice services. This is one of our key tools for information sharing and awareness raising.

Following face to face and digital consultation with our groups, our [British Sign Language 2018-24](#) published in October 2018. [BSL version](#) is available here.

The above reports were produced as a result of the various consultation and engagement events held over the year like the Jo Cox event which promotes unity and equality, Holocaust Memorial Day which is marked every year in January to remember those who lost lives in genocides and how we can use this to stop reoccurrence in our current day, Interfaith week which brings together people of all faith and those with no faith, Aberdeen Mela which is an event that celebrates the diversity and multiculturalism in Aberdeen, Grampian Pride which supports the LGBT community and allies in Aberdeen, Aberdeen Women's Alliance (AWA) supporting women's issues and working towards gender equality, British Sign Language (BSL) events at schools, at North East Sensory Service and through the BSL social clubs and networks.

The national trend identifies that communities are more engaged in the delivery and co-production of services and the Community Empowerment Act means further community engagement. As the council moves through its digital transformation process, and communications, transaction and engagement shift to become increasingly online, there will be a need to provide support through this to groups who are more at risk of being marginalised.

The changing trends are also being used in a positive way to change how we deliver services efficiently and supporting our customers through this change. A good practice example has been the Blue Badge which is the parking scheme for those with Disabilities and additional needs and the Customer Experience team engaged with the Disability Equality Partnership (DEP) to provide solutions for those who may need additional support in filling out the forms. This support will be provided through trained staff at Marischal College, help with online fillings of forms, forms that can be provided in alternative formats and languages to increase their accessibility for all.

Customer

Digital and Technology

The successful delivery of digital solutions continues, supporting the achievement of the Council's digital transformation aims. A key component of this transformation focuses on making it quicker, easier and more consistent for customers to access Council services digitally, enabling them to become more self-sufficient. The provision of online services gives customers a choice of when and how they access our services and facilitates a reduced transaction cost compared to traditional channels of face to face and telephone. It also removes the need to complete paper forms and associated costs such as postage.

In 18/19, a total of 93 online services have been developed and implemented across the organisation. These represent a combination of 'report it', 'request it', 'book it' and 'pay for it' services. Examples of these online services are;

- Blue Badge
- Free School Meals
- School Clothing Grants
- School Applications - the first local authority in Scotland to deliver a fully online service.

The digital solutions are enabling;

- A consistent experience for our customers when accessing our services
- A consistent experience for our staff receiving and processing these applications, requests and reports.
- Convenience of 24/7/365 access to services e.g. don't need to wait until office hours to obtain a paper form.
- Faster service delivery e.g. applications, requests and reports are received quicker leading to quicker turnaround.
- Intelligent forms that remove potential for error in manual handling and deliver mandatory information at the first point of contact, meaning a reduction in follow up calls required.