

APPENDIX A - PUBLIC PERFORMANCE REPORTING ACTION PLAN

Improve engagement with the public – to aid understanding of existing PIs and to utilise customer opinion in the development of future PIs		
Action	Timescale	Responsible Officer(s)
City Voice – address the results of the most recent City Voice report which identified concerns about PPR.	Short term – September 2016	PPR & Digital Engagement Manager Performance & Risk Manager Senior Research Officer
SOCITM and Google Analytics – make immediate use of.	Short term – September 2016	PPR & Digital Engagement Manager
Feedback both to Services in partnership with Performance Manager and Communications Business Advisers (CBAs).	Short term – September 2016	PPR & Digital Engagement Manager Performance & Risk Manager CBAs
Introduce a consolidated consultation tool to provide an online survey, engagement and consultation service.	Short term – September 2016	PPR & Digital Engagement Manager Head of Comms & Promotions
Develop more focussed social media interaction.	Medium term – April 2017	PPR & Digital Engagement Manager
Plan and implement digital engagement/consultation work with stakeholder groups (Customer Services and Comms & Promotions).	Medium term – April 2017	PPR & Digital Engagement Manager Customer Services Manager
Build PPR requirements and stakeholder engagement into the new ACC website. This will be enabled through the use of a more effective and flexible Content Management System (CMS) and adoption of the national myAccount service.	Long term – September 2017	PPR & Digital Engagement Manager Customer Services Manager
Working with the council's new digital platform to offer a more personalised approach to engagement that reflects and anticipates the residents needs and preferences.	Long term – September 2017	PPR & Digital Engagement Manager Customer Services Manager Head of IT & Transformation
Develop a more comprehensive suite of measures that reflect all council services		
Action	Timescale	Responsible Officer(s)
Work in partnership with the corporate performance management review team to determine how PPR can be improved for the existing suite of PIs.	Short term – September 2016	PPR & Digital Engagement Manager Performance & Risk Manager Corporate Performance and Transformation Manager
Develop an approach to utilise Communications Business Advisers (CBAs) to identify activity that can be included as part of the suite of PIs (qualitative and narrative elements).	Medium term – April 2017	PPR & Digital Engagement Manager Performance & Risk Manager CBAs

Work in partnership with the corporate performance management review team to determine how improved PPR can be embedded.	Long term – September 2017	PPR & Digital Engagement Manager Performance & Risk Manager Corporate Performance and Transformation Manager
Ensure performance information is presented in a meaningful and understandable way, suitable for the audience(s) that requires it		
Action	Timescale	Responsible Officer(s)
Make use of available infographic tools to 'convert' existing PIs.	Short term – September 2016	PPR & Digital Engagement Manager Performance & Risk Manager
Provide 'static' infographics as first step utilising redesigned website templates.	Short term – September 2016	PPR & Digital Engagement Manager
Work with Services (via CBAs) to provide narrative and context to infographics.	Medium term – April 2017	PPR & Digital Engagement Manager CBAs
Provide 'interactive' infographics that can be filtered according to user/audience requirements.	Medium term – April 2017	PPR & Digital Engagement Manager Performance & Risk Manager
Provide the required support/training internally to enable this.	Medium term – April 2017	PPR & Digital Engagement Manager
Develop in-house capability to 'automate' conversion of PIs into infographic presentation.	Long term – September 2017	PPR & Digital Engagement Manager
Provide a 'one stop shop' for ACC performance information, under an identifiable banner		
Action	Timescale	Responsible Officer(s)
Collate all existing performance information into one central location – Aberdeen Performs – but is also accessible from the relevant service page on the website.	Short term – September 2016	PPR & Digital Engagement Manager Performance & Risk Manager
Ensure simple navigation and retrieval of information, working with the performance team to develop a tool that satisfies corporate needs	Short term – September 2016	PPR & Digital Engagement Manager Performance & Risk Manager
Develop a 'look'/branding for the collection.	Short term – September 2016	PPR & Digital Engagement Manager Marketing Manager
Develop the functionality of the CMS (current or new) to create a user-friendly, flexible 'host' for performance information.	Medium term – April 2017	PPR & Digital Engagement Manager
Work with performance management team to link the performance	Long term – September 2017	PPR & Digital Engagement Manager

management system (Covalent) and the user interface (website) more intuitively.		Performance & Risk Manager
Work with HR to develop a suite of employee performance PIs which complements the PR&D framework and can be used as an additional future planning tool.		
Action	Timescale	Responsible Officer(s)
Determine how PPR can be developed around our workforce profile	Short term – September 2016	PPR & Digital Engagement Manager Performance & Risk Manager Corporate Performance and Transformation Manager
Develop an action plan specific to this area.	Medium term – April 2017	PPR & Digital Engagement Manager Performance & Risk Manager Corporate Performance and Transformation Manager
Embed action plan into PR&D framework to allow for “360” view of performance	Long term – September 2017	PPR & Digital Engagement Manager Performance & Risk Manager Corporate Performance and Transformation Manager
Embed the principles of performance management and reporting within the ACC strategic objectives		
Action	Timescale	Responsible Officer(s)
Work with the performance team to examine how PPR will identify links between existing suite of PIs and 2016/17 service plans.	Short term – September 2016/April 2017	PPR & Digital Engagement Manager Performance & Risk Manager
Begin development of new intranet to support employee engagement.	Short term – September 2016/April 2017	PPR & Digital Engagement Manager
Identify options for team and service based PIs to be displayed on a personalised intranet page.	Short term – September 2016/April 2017	PPR & Digital Engagement Manager
Support the work of the performance team to make explicit links between corporate and service plan aims and the suite of performance indicators, closing the loop to ensure continuous improvement.	Medium term / long term – September 2017	PPR & Digital Engagement Manager Performance & Risk Manager Corporate Performance and Transformation Manager
Introduce new personalised intranet.	Medium term / long term – September 2017	PPR & Digital Engagement Manager

General		
Action	Timescale	Responsible Officer(s)
Build on the areas of good practice identified by Audit Scotland and 'spread' across ACC.	Short term	PPR & Digital Engagement Manager Performance & Risk Manager Corporate Performance and Transformation Manager
Continue to link with the LGBF (via the performance management team) and build on these links as part of the wider performance reporting framework.		PPR & Digital Engagement Manager Performance & Risk Manager Corporate Performance and Transformation Manager
Develop more comparison information, year on year and with similar LAs to ACC.	Medium term	PPR & Digital Engagement Manager Performance & Risk Manager Corporate Performance and Transformation Manager
Continually review, amend and improve the PPR framework for ACC.	Long term	PPR & Digital Engagement Manager Performance & Risk Manager Corporate Performance and Transformation Manager