*HOW WILL WE MEASURE SUCCESS?*

***The Statutory Guidance says that local authorities should review and publish information about the effectiveness of the information and advice service locally, including customer satisfaction.***

*It can be especially tricky to monitor the benefits – and especially the outcomes – of information and advice[[1]](#footnote-1).*

*The task is complicated by the fact that many key services are delivered by independent sector agencies. Some are commissioned or funded by local authorities or their partners. This makes it desirable that any new contract specifications specify the data that will be collected (including quality standards, and/or outcomes achieved) - and perhaps the local authority and its partners should work towards developing some shared standards and measures. A pragmatic approach will be needed, which takes account of agencies’ capacity to collect detailed information and the potential impact for customers.*

***To comply with the statutory Guidance, a useful first step would be to make decisions about how “customer satisfaction” will be measured*** *– e.g. via routine monitoring, time-limited surveys, mystery shopping exercises, etc. (You may well need to establish a working group to design and test an approach that can be implemented across agencies).*

*At this stage, you are advised to do some thinking about your existing frameworks and processes, and how these could be improved in an incremental way. You can use this Monitoring Framework to record what evidence you collect at present, and also to identify any gaps in your evidence, and your plans to address these.*

|  |  |  |
| --- | --- | --- |
| 1. **Monitoring Framework** | | |
| **Evidence required**  *(i.e. what do we want/need to collect?)* | **Data collection process/mechanism (including frequency)**  *(i.e. how do we currently collect this, and when?)* | **Development plans** |
| *Example 1:*  *Achievement of Action Plan priorities (and associated milestones)* |  | *Bi-monthly monitoring by steering group* |
| *Example 2:*  *Customer satisfaction\**  *\*NB your monitoring should relate to your planned improvements in people’s experience, as set out in Part 3 of the template.* | *- Questions included in annual ASC user survey (users/carers)*  *- Customer feedback on website (ongoing).*  *- Periodic mystery shopping carried out by X.*  *- Contract monitoring of X Y and Z.* |  |
| *Example 3:*  *Quality standards:*   * *Council:*  * *Other agencies:* | *- The council’s first contact service is aspiring to Customer Services Excellence accreditation.*  *- Quality monitoring is built into contract specifications to varying degrees and using diverse frameworks.* |  |
| *Example 4:*  *Evidence of the impact of information and advice – e.g. early resolution of issues, reduction in repeat referrals or unnecessary referrals to council and NHS services.* |  |  |
| *Example 5:*  *Other desirable indicators or measures – e.g. improved take-up of independent financial advice, etc.* |  |  |

*It is a good idea to identify foreseeable risks and plan how these will be mitigated. If you decide to do this, you can sum up your conclusions here.*

|  |  |  |  |
| --- | --- | --- | --- |
| **Risk Framework** | | | |
| **Key Risk** | **Severity**  **(probability/**  **impact)** | **Mitigating action** | **Responsible officer** |
| *Example 1*  *Because of overcrowded agendas, the implementation of this strategy might not be prioritised by the officers of the council and other partners.* | *Medium/High* | *- Ensure that the strategy continues to be owned and prioritised by X*  *- Ensure that the designated Lead Member and senior officer continue to champion the importance of this strategy.*  *- Ensure that monitoring of this strategy is planned into the future agendas of the Health and Wellbeing Board.* | *DASS* |
| *Example 2*  *Because of the difficulty in measuring benefits and outcomes, it may be particularly difficult to demonstrate the impact of this strategy.* | *Medium/Medium* | *- Engage with co-production group about how to measure success.*  *- Prioritise the establishment of a multi-agency working group to developing new monitoring processes*  *- Focus on early, demonstrable improvements in customer satisfaction.* | *Project Lead (name)* |

1. *This issue is discussed in TLAP’s publication on “Seeing the Benefits of Information and Advice”.* [*www.thinklocalactpersonal.org.uk/Seeingthebenefits*](http://www.thinklocalactpersonal.org.uk/Seeingthebenefits) [↑](#footnote-ref-1)