


<p align="center">London Borough of Hammersmith & Fulham</p> <p align="center">(CABINET MEMBER DECISION)</p> <p align="center">13 April 2016</p>	
<p align="center">RECRUITMENT OF INTERIM DIRECTOR FOR RESIDENT SATISFACTION</p>	
<p>Report of the Cabinet Member for Commercial Revenue & Resident Satisfaction</p>	
<p>Open Report.</p>	
<p>Classification - For Decision</p> <p>Key Decision: No</p>	
<p>Wards Affected: None</p>	
<p>Accountable Director: Michael Hainge, Commercial Director</p>	
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AUTHORISED BY:

The Cabinet Member has signed this report

DATE: **21 April 2016**

1. EXECUTIVE SUMMARY

- 1.1. This report seeks approval to recruit an interim Director for Resident Satisfaction to develop and deliver the resident satisfaction strategy and action plan

2. RECOMMENDATION

- 2.1. That the Cabinet member for Commercial Revenue and Resident Satisfaction agree that the Commercial Director recruit an interim Director of Resident Satisfaction for an initial period of six months to develop and deliver the resident satisfaction strategy and action plan.

3. REASONS FOR DECISION

- 3.1. Increasing resident satisfaction in the borough is a key priority for the administration. The aim is to ensure that residents are genuinely more satisfied with the services they receive from the council and to reduce the waste of council resources by reducing failure demand.
- 3.2. Within the council, there is no single, strategic focus for resident satisfaction and as a result the pace of developing strategy and implementing change is not fast enough.
- 3.3. In order to provide the necessary focus, leadership and pace an interim director should be appointed with full responsibility to improve substantially resident satisfaction with the council across the borough.

4. BACKGROUND AND PROPOSAL

- 4.1 There are many resident satisfaction work streams already in progress including Better Writing, a new website, changes to the contact centre and My Account, plans to develop customer facing spaces and development of relevant strategies.
- 4.2 The Cabinet Member leads a group of staff, the Resident Satisfaction Group, which is developing and leading on implementation of these work streams. The group has identified a lack of senior resource to drive forward an overall strategy and ensure that actions are delivered in a fully coordinated way.
- 4.3 The appointment of interim director will enable all the various strands of work to be developed and managed strategically, consistently and at pace across the council, maximising benefits for residents and reducing failure demand.
- 4.4 The market for interims was tested by the Commercial Director, who carried out an initial interview with six candidates from two agencies. A single candidate, Belinda Black, was invited to interview with the Cabinet Member, Chief Executive, Director of Delivery and Value and Commercial Director. All agreed that Belinda Black met the council's requirements and should be offered a contract.
- 4.5 In the first instance, a period of six months for this appointment is proposed with the council having an option, at its discretion, to extend for a further period.

5. OPTIONS AND ANALYSIS OF OPTIONS

- 5.1. The options are to make no appointment, appoint someone else or appoint the candidate Belinda Black. The reasons to make an appointment are set out above as is the preference to appoint Belinda Black.

6. CONSULTATION

- 6.1. None

7. EQUALITY IMPLICATIONS

- 7.1. By recruiting in line with current arrangements and existing equalities policies there are no specific equalities implications.

8. LEGAL IMPLICATIONS

- 8.1. None

9. FINANCIAL AND RESOURCES IMPLICATIONS

- 9.1. The cost of this appointment is £705 per day, including agency mark-up. This is a very competitive rate. Assuming 110 days of billable time over the initial 6 month term, the cost will be £77,550.

11. IMPLICATIONS FOR BUSINESS

- 11.1 None.

12. RISK MANAGEMENT

- 12.1 The principal risk is that the appointee is unable to meet the council's requirements. A through interview process has reduced that risk considerably. Contractually, the council can terminate the contract at one month's notice.

13. PROCUREMENT AND IT STRATEGY IMPLICATIONS

- 13.1 None

LOCAL GOVERNMENT ACT 2000 **LIST OF BACKGROUND PAPERS USED IN PREPARING THIS REPORT**

No.	Description of Background Papers	Name/Ext of holder of file/copy	Department/ Location
1.	None		