

<b>London Borough of Hammersmith &amp; Fulham</b> <b>(CABINET MEMBER DECISION)</b> <b>13 April 2016</b>		
<b>APPOINTMENT OF THE WRITER TO PROVIDE TRAINING FOR BETTER WRITING</b>		
<b>Report of the Cabinet Member of Commercial Revenue &amp; Resident Satisfaction</b>		
<b>Open Report.</b>		
<b>Classification - For Decision</b>  <b>Key Decision: No</b>		
<b>Wards Affected:</b> None		
<b>Accountable Director:</b> Michael Hainge, Commercial Director		
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AUTHORISED BY  
**The Cabinet Member has signed this report**  
  
DATE: **27 April 2016**

## 1. EXECUTIVE SUMMARY

- 1.1. This report seeks approval to The Writer to deliver a programme of training and development to improve written communication with residents, improve their satisfaction and by doing so to reduce costs. This is a key element required to 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 Writer be appointed to deliver the programme set out in the Scope of Works document appended to this report.

### **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 consistent approach in writing style to ensure resident satisfaction and as a result the quality of writing is hugely variable and not of a sufficiently high standard to help achieve our ambition of being the best council.
- 3.3. By appointing The Writer and working with them to deliver the programme set out we will improve substantially resident satisfaction with the council across the borough and reduce costs associated with poor writing and attendant failure demand.

### **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. Better writing is a key element required in order to drive forward an overall strategy and ensure resident satisfaction is improved.
- 4.3 Following a competitive process run under the framework agreement provided by Premier, The Writer was clearly the best potential provider. Senior staff from the company were then invited to attend further discussions and, having a greed in detail the scope of the work required, a successful negotiation was completed

### **5. OPTIONS AND ANALYSIS OF OPTIONS**

- 5.1. The options are to either appoint The Writer under the Premier framework agreement, not to appoint the Writer or to begin the process again.

### **6. CONSULTATION**

- 6.1. The Cabinet member for Commercial Revenue and Resident Satisfaction as well as the Bi-Borough HR Director, Head of Communications and the Commercial Director have all been involved in the process of determining which company should be appointed.
- 6.2. A staff group was also set up to consider what should be done to improve writing in H&F and the decision to seek expert help was one of the solutions that emerged.

## **7. EQUALITY IMPLICATIONS**

- 7.1. By appointing The Writer 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 programme will depend upon the extent to which we utilise The Writer – see appended scope of works. The costs will be limited to £100,000 to ensure this is a valid Cabinet Member Decision.

## **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 of course refuse to pay if circumstances allow..

## **13. PROCUREMENT AND IT STRATEGY IMPLICATIONS**

- 13.1 None

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

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