

Report

13

Report to:	Social Work Resources
Date of Meeting:	28 June 2006
Report by:	Executive Director (Social Work Resources)

Subject:	Charter Mark Status
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1. Purpose of Report

1.1. The purpose of the report is to:-

- ◆ Advise Committee that Charter Mark Status has been achieved for Older People's Day Care Services

2. Recommendation(s)

2.1. The Committee is asked to approve the following recommendation(s):-

- (1) that the content of the report is noted.

3. Background

3.1. Charter Mark status is being sought for services within the Council across each Resource as part of a rolling programme. The Charter Mark Standard is awarded through the Cabinet Office. Charter Mark is a nationally recognised standard of Customer Service and recognises and rewards excellence in public services. This is the only quality model to focus on customers. The focus is on positive outcomes for customers. It drives and encourages continuous improvement and provides standards for customer service.

In terms of the assessment, the service is measured against 6 criteria:

1. Set Standards and Perform Well
2. Actively engage with your customers, partners and staff
3. Be fair and accessible to everyone and promote choice
4. Continuously develop and improve
5. Use your resources effectively and imaginatively
6. Contribute to improving opportunities and quality of life in the communities you serve

3.2. The organisation identified to undertake the Charter Mark Assessment, on behalf of the Council, was Charter Mark Assessment Services. The first part of the process was for this organisation to undertake an assessment of the application that had been submitted at a Corporate level to determine if the evidence that had been gathered met each of the criterion and sub criterion. This assessment was successful and we had either full compliance or partial compliance in each of the criterion at corporate level.

- 3.3. The next stage was for each Resource to determine which areas of service were to be put forward for Charter Mark as part of the first phase. Within Social Work Resources, Older People's Day Care Services was identified as the first service to go forward. This service covers 16 units across a wide geographical area and provides support to vulnerable older people in our communities including those with dementia.
- 3.4. The process involved setting up a writing team to write up the charter mark submission for Older People's Services, Day Care Services. This group involved a range of staff from the service who actively formulated the detailed written submission for each of the criteria. This also involved the staff gathering together the evidence to go alongside the written submission. There was commitment and ownership from all staff across Older People's Day Care Services.
- 3.5. The assessment was undertaken by Charter Mark Assessment services over 2 days and involved assessing the evidence provided against each of the 6 criteria. The process also involved direct observations of service delivery by the assessor's at a range of locations and discussions with all the stakeholders including staff, service users as well as partner organisations and the trade unions.
- 3.6. The application was successful and Older People's Day Care Services became only the second service within the Council to obtain Charter Mark status.

4. Charter Mark Future Action

- 4.1. Older People's Day Care Services will be subject to a surveillance visit by the Charter Mark Assessor's in 12 months. Older People's Day Care Services will retain Charter Mark status for 3 years and be subject to a full re-assessment thereafter.
- 4.2. Social Work Resources will now prioritise the other areas of service within the Resource to be put forward for Charter Mark status as part of a rolling programme.

5. Employee Implications

- 5.1. None

6. Financial Implications

- 6.1. None

7. Other Implications

- 7.1. There are no other implications for the Council arising from this report.

8. Consultation

- 8.1. There was a full stakeholder consultation including staff, partner organisations, users and carers, trade unions.

Harry Stevenson

Executive Director (Social Work Resources)

7 June 2006

Link(s) to Council Objectives

- Supporting Our Communities
- Modernising Services

Previous References

None

List of Background Papers

None

Contact for Further Information

If you would like to inspect the background papers or want further information, please contact:-

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