

Register Office Marketing Plan 2009-10

London Borough of Richmond upon Thames Register Office

Marketing Plan 2009-10

This marketing plan was produced in response to the customer interaction analysis sheets produced at a Register Office Team event. The strategy behind the plan is to draw upon existing knowledge of our customers as well as demographic information about Richmond in order to identify where improvements can be made in order to make the service more accessible to all residents and potential customers.

Richmond – Demographic Background

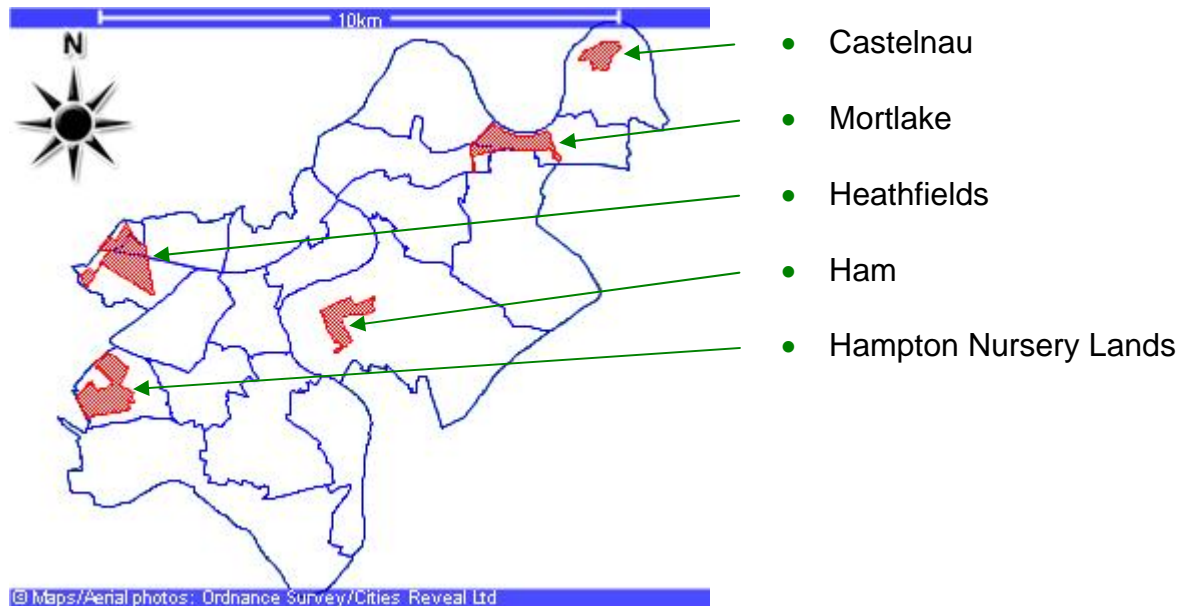
Richmond upon Thames is located in the south west of London and covers an area of 5.095 hectares (14,591 acres). Uniquely, the borough is divided by the river Thames and includes 21.5 miles of river frontage.

Some facts about Richmond upon Thames:

- The borough population is 186,300
- Black and Minority Ethnic (BME) communities comprise 9% of the total population, but 16% of those aged 19 or less.
- The proportion of 0-4 year olds, 25-40 year olds and people aged 85 and over is higher than the national average.
- Richmond upon Thames is the third lowest funded council per head of population nationally.
- Richmond upon Thames ranks 301st of 354 authorities on the government indices of deprivation
- Earnings are above average for London
- Unemployment is 3%. The London average is 7.2%
- 12.4% of residents are self employed
- Around 71% of households are owner occupiers
- The average price of a house is more than twice as high as the average for England and Wales and a third higher than the average for London
- Life expectancy is 78.8 years for men and 82.4 years for women, higher than the national or regional averages

Areas of Comparative Deprivation

The Indices of Multiple Deprivation 2004 indicate that the areas of Ham, Hampton Nursery Lands and Castelnau, Heathfield, and Mortlake have pockets of relative deprivation and, in some cases, aspects of income deprivation affecting children



Additionally:-

17,500 households have one or more persons with a long-term limiting illness.

10.6% of households have support needs.

The proportion of residents aged 85 and over is one of the highest in London.

Marketing the Service

Many of the services that the Register Office provides are mandatory, being triggered by life events rather than by customer choice. As such the service until recently has been developed reactively rather than proactively and has not been marketed. The feeling at the Team even was that far more could be done in terms of accessibility, monitoring and tracking customer experiences in order to inform the future development and marketing of the service.

The matrices made the Team think of the service from the outside looking in taking into account differing backgrounds and different people's needs, challenges and priorities.

Priority	Expected outcome	Detail	Links to Corporate, Community or Thematic Plans	Resource issues	Time Scale
Distribute promotional material to Libraries	Brochure kept in each library particularly in the areas of comparative deprivation. Castelnau Hampton Nursery Lands Heathfields Ham Mortlake	The Register office is a cheaper alternative for many couples and individuals who may not know that they can get married for as little as £40	Value For Money Addressing inequalities	Staff Time Libraries will distribute Pine Needle will produce the brochures	05/09
Promote Civil Partnerships	Visit "Gay Wedding Show" Consult with LGB&T staff group Approach Gay Friendly Venues that may wish to be licensed	Consultation survey to be run with LGB&T Group to find which venues they might consider in Richmond for CP ceremonies Benchmark with other providers	Addressing inequalities	Staff Time	07/09

<p>Nationality Checking Service</p>	<p>Promote Nationality Checking Service and Citizenship in other boroughs.</p> <p>Consult with communities over fast track appointments and Private Ceremony Fees</p> <p>Phone survey to gauge satisfaction of existing customers</p>	<p>Nationality Checking Service is currently suspended but will be reinstated once online payments have been arranged.</p> <p>Once this is done a review of the service will be undertaken as it has now been running for six months.</p> <p>The review will incorporate fees, appointments, ceremonies and consultation and customer satisfaction monitoring.</p>	<p>Improving access</p> <p>Improving quality</p> <p>Efficient local government</p> <p>Community engagement</p>	<p>Staff Time</p>	<p>07/09</p>
<p>New Brochure</p>	<p>Produce one integrated brochure to supply to venues</p>	<p>The brochure will be integrated to make sure that repeat business is encouraged for example a couple getting married may choose to have naming ceremonies in Richmond.</p> <p>CP and Marriage customers may consider renewing their vows in Richmond.</p>	<p>Improving Customer service</p> <p>Improving quality</p> <p>Efficient local government</p>	<p>Staff Time</p>	<p>06/09</p>

Exit Surveys	<p>Exit surveys will be held at several points during the year in order to review services.</p> <p>The first will concentrate on the introduction of appointments for giving notice to marry</p>	<p>Other exit surveys will concentrate on other changes.</p> <p>As changes occur the exit surveys will be amended to test the success of implemented changes. Core questions will remain in order to test perception of the service generally and to test the effects of changes on those general perceptions</p>	Customer Satisfaction	Staff Time	Throughout the year – First Surveys in 04/09
New Surveys	<p>New more professional surveys to be drafted and agreed ensuring that the right questions are asked and that customer groupings are monitored effectively</p>	<p>The existing surveys were on photocopied sheets and did not ask the customer how they wished to be contacted etc.</p> <p>New surveys will retain core questions to accurately measure satisfaction and timeliness but will be tailored to test the success of different initiatives and to monitor how our customers wish the service to be delivered</p>	Improved Customer Service	<p>Staff Time</p> <p>Budget identified for printing</p>	07/09

<p>LGB&T Community Consultation and service delivery review</p>	<p>Greater choice in ceremony arrangements</p> <p>Better consultation with LGB&T community.</p> <p>Presence at pride</p>	<p>LGB&T Groups to be consulted over Civil Partnership ceremonies and arrangements. It is hoped that more choice will be given to couples in terms of the type of ceremony they want and the venues available.</p> <p>“Gay Wedding Show” will be attended by Registrar’s staff to benchmark with other authorities.</p> <p>Possible event during gay history month or consultation run at library events (02/10)</p> <p>Couples to be consulted and satisfaction to be measured</p>	<p>Better access to services</p> <p>Customer Satisfaction</p>	<p>Staff Time</p>	<p>08/09</p> <p>Particularly 02/10</p>
<p>Telephone Survey</p>	<p>Telephone survey to be undertaken as part of Nationality Checking Service / Citizenship 6 month review</p>	<p>The survey will cover satisfaction with the service, availability of appointments and will canvass customers over the possibility of new services or changes to existing ones</p>	<p>Better access to services</p> <p>Community engagement</p>	<p>Staff Time</p>	<p>06/09</p>
<p>Work with teenage parents</p>	<p>Work completed with health visitors to ensure information is available</p>	<p>Work needs to be done to link up family support groups and to make sure that full information is readily available and in a suitable format</p>	<p>Access to services</p>	<p>Staff time</p>	<p>12/09</p>

Customer Care indicators (KPIs)	Customer care indicators to be monitored and included on quarterly performance reports	<p>The quarterly performance reports are submitted to councillors and discussed at quarterly performance meetings</p> <p>The indicators include waiting times, email and letter response times.</p> <p>The indicators are statutory and will also allow better peer to peer benchmarking with other authorities.</p>	Improving Customer Care	Staff Time	Ongoing
Religious groups work	Work to be carried out with religious groups to improve communication and available information	Religious groups should know enough about the Register Office to be able to provide information for families and individuals that they support	<p>Improving access</p> <p>Improving Customer Care</p>	Staff Time	07/09
Emergency Procedures – Work with careline	Work to be carried to improve communication and available information	<p>Careline is the section of the council that answers emergency calls outside working hours.</p> <p>Careline staff should be able to advise bereaved families and individuals about the Register Office services where appropriate and should be able to signpost the bereaved to information</p>	<p>Improving access</p> <p>Improving customer care</p>	Staff Time	12/09

Tell Us Once	Implement a 'Tell us Once' service	<p>Register Office customers will be able to carry out several council transactions at once</p> <p>This would enable customers registering births, deaths etc. to at the same time cancel or sign up for other council services without having to make a separate transaction</p>	<p>Reducing avoidable contact NI-14</p> <p>Improving customer care</p> <p>Improving access to services</p>	Staff time	12/09
Consultation feedback	Results of surveys and response to complaints to be publicised	<p>Results of consultations and satisfaction surveys will be available via press releases, on the web.</p> <p>If appropriate a 'you said, we did' feedback board will be created at 1 Spring Terrace</p>	Improving customer care	Staff time	06/09
Online Payments Appointment systems Web services	A streamlining and review programme will be implemented in 2009-10.	<p>This is covered fully in the team action plan.</p> <p>This work concentrate on using ICT and putting proper procedures in place to improve the customer experience based on what they tell us</p>	<p>Improving customer care</p> <p>Efficient local government</p>	Staff time	03/10

<p>Review of all ceremonies</p>	<p>Ceremonies to be reviewed to provide a better range of prices and formats</p>	<p>The Register Office will maintain its lower prices for basic ceremonies and introduce a further range of ceremonies which will be priced accordingly.</p> <p>Other times (such as evenings) will also be made available.</p> <p>Additionally customers will be given greater flexibility and choice in the way their ceremony is conducted.</p> <p>Customers will be consulted over this range to ensure that the widest range of choices are available to the customer</p>	<p>Improving customer care</p> <p>Customer engagement</p>	<p>Staff time</p>	<p>03/10</p>
<p>Linked work with Libraries and Cemeteries</p>	<p>Information to be provided through the Libraries and Cemeteries networks</p>	<p>Libraries have been contacted and brochures will be distributed to make sure that all the libraries in the areas of deprivation highlighted above have stocks.</p> <p>If successful this may be extended to all libraries.</p> <p>Cemeteries staff and the Register Office work together to ensure bereaved families get excellent joint up services through the Bereavement Services Liaison Group</p>	<p>Improving customer care</p> <p>Improving access</p>	<p>Staff Time</p>	<p>06/09</p>

Open Day	Open day or evening to be held in September	<p>Event to be held possibly in the evening or in the day. Invitees will include partners, venue proprietors and event managers (and prospective ones) and couples.</p> <p>This event will promote the work of the Register Office and its ceremonies. It is hoped that venues from the 5 areas of comparative deprivation may be encouraged to become licensed.</p> <p>There will also be consultation over the proposals to provide more choice over ceremonies.</p>	<p>Improve Customer Care</p> <p>Raise profile of the service</p> <p>Improve access</p> <p>Increase customer choice</p> <p>Better customer and community engagement</p> <p>Better communication with partners</p>	<p>Staff Time</p> <p>Budget</p>	09/09
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Customer interaction analysis sheets	<p>A matrix of the different customer groupings for each service will be created.</p> <p>These will be written and consulted upon during team events</p>	<p>The analysis sheets will highlight areas of current good practice for each customer grouping for each service.</p> <p>Segmentation will facilitate scrutiny over whether the service reaches all community sectors and whether services are designed with reverence to diversity and inclusion.</p> <p>They will also provide service gap analysis and highlight opportunities for improved access to communities and better service.</p> <p>The customer interaction analysis sheets will be used to inform this plan as well as team plans and individual appraisal targets</p>	<p>Improved customer analysis</p> <p>A more informed decision making process (more efficient government)</p> <p>Improved customer care</p>	Staff Time	<p>Mostly written at team event held 03/09. CSE / Citizenship analysis sheet still to be written by 06/09</p>
Venue Lists	Venue lists to be provided with more information to enable better customer choice	<p>Venue lists would have to be impartial as the Register Office cannot favour private venues.</p> <p>However venue lists will hold more impartial information on costs, room capacities and disabled access</p>	<p>Increased customer choice</p> <p>Better customer care</p>	Staff Time	05/09

Standardisation of all stationery and literature	Standardised and approved stationery and literature to be produced.	<p>In order to provide a higher quality service, a more professional look is required for outward communication from the register office. Outgoing communications also need to meet the Richmond standards for customer contact and reduce the need where possible for avoidable contact.</p> <p>Largely complete. New standard letters have been produced. The Stopford system will further improve outgoing communications</p>	<p>Improved customer care</p> <p>Improving reputation</p> <p>Improve against avoidable contact – NI 14</p>	Staff Time	04/09
Shooting Stars Hospice	Work with Shooting Stars Children's hospice to	To ensure that information is available to bereaved parents in an appropriate format.	Improved customer service	Staff Time	04/09
Work with Young parents group	<p>Special information relating to surnames and naming of father to be provided</p> <p>Bookstart information available</p>	<p>Younger parents are often less aware of the need for registration and are not always clear on the legal necessities.</p> <p>This work is designed to make the process easier and clearer for this customer group</p>	<p>Improved access</p> <p>Improved customer care.</p>	Staff Time	03/10

<p>To proactively support the work of the Directorate on integrating equalities policy and practice into our service</p>	<p>That service completes its programme of EINAs and that all staff attend Equalities training as appropriate Target date – throughout 09/10</p>	<p>To ensure that the actions within the Directorate Equalities Action Plan here are delivered Target date – throughout 09/10 – per plan</p>	<p>Directorate Equalities Action Plan (here)</p>	<p>Within existing resources</p>	<p>Throughout 09/10</p>
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