

## REPORT

To: CORPORATE SERVICES COMMITTEE		Subject: AREA/REGISTRATION SERVICE - CHARTER MARK AWARD 2008
From: EXECUTIVE DIRECTOR OF CORPORATE SERVICES		
Date: 10 February 2008	Ref: JAF/BN	

**1. Purpose of Report**

- 1.1 The purpose of the report is to advise the Corporate Services Committee of the reaccreditation of the Area/Registration Service for Charter Mark for recognising and encouraging excellence in public service.

**2. Background**

- 2.1 The Area/Registration Service was formally awarded Charter Mark for the first time in December 2000. The accreditation was for a period of three years initially, but, with resultant changes to the Charter Mark criteria, that accreditation continued until December 2004.
- 2.2 In November 2004 a successful application was submitted to SGS United Kingdom Ltd. for re-accreditation of Charter Mark.

**3. Considerations**

- 3.1 The assessment was undertaken in two stages. Stage One of the assessment involved the preparation and submission of an application and supporting evidence in December 2007. Thereafter arrangements were made for Stage two of the assessment process.
- 3.2 Stage two, the on site assessment, took place on Tuesday 8 January 2008. This involved a visit to registration offices in North Lanarkshire that provided an opportunity for the Assessor to meet with customers, staff and stakeholders.
- 3.3 It can now be formally reported to the Committee that, following the on-site assessment on 8 January 2011, SGS have now confirmed that the Area/ Registration Service was found to meet the criteria of the Charter Mark Standard for Customer Service Excellence in accordance with the requirements of the Cabinet Office's Charter Mark Scheme.

**3.4 Assessor's Feedback**

- 3.4.1 the Assessor reported no minor non-compliances and made a number of observations:
- the charter mark application we well developed and clear
  - Charter mark appears to be embedded in the work of the service and there is an ethos of continuous improvement
  - complaints, comments and compliments are reported on and used as part of a learning process

- there was evidence supported by customer comments of staff 'going the extra mile' for customers
- customers approached by the Assessor were very pleased with the service provision in terms of speed, flexibility professionalism and empathy
- staff in some areas could be more aware of the ways in which to fully use the language line service
- offices were well presented and tidy
- the leaflets produced by the service were clear and easy to use
- team work appeared to be a strength

### 3.4.2 Best Practice

In addition to the observations made at 3.4.1 above the Assessor was particularly impressed with the effectiveness of partnership working with colleagues in the Pensions Service. Evaluation of the impact of the partnership indicated that significant additional 'take up' of benefits and reduced benefit overpayments in some instances and recommended that this be notified to the Cabinet Office for possible inclusion in the benchmarking database.

3.5 The term of Charter Mark certification is three years.

## 4. Recommendations

- 4.1.1 It is recommended that the Committee note the success of the Area/Registration Service in retaining this award and extends its congratulations to all of the staff involved in the Council's application and subsequent achievement and
- 4.1.2 the Good Practice example is submitted to the cabinet office for consideration for publication in the Charter Mark website.

*J. O. Young*  
 Head of Central Services

*Members seeking further information on the contents of this report should contact John Fleming, Head of Central Services on Extension 2228.*