

Tameside Registration Service

Customer Engagement
Strategy

Introduction and Background

The Civil Registration Service in England and Wales has existed since 1837.

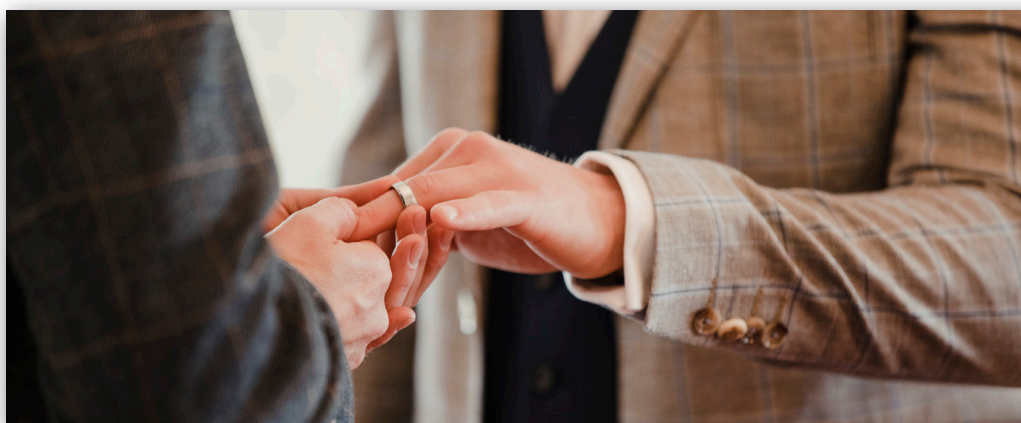
Members of the public are required by law to give information to registration officers in order that they can make records of vital events; Births, Still-births, Deaths, Marriage and Civil Partnerships. The records are held in registers, which form legal records. The statistical information sustained from civil registration is important to policy making. It is therefore essential that the local registration service continues to record high quality information.

The service solemnises marriages in the register office and approved premises and records marriages in some registered buildings. The legal preliminaries to marriage, notice of intention to marry or to form a Civil Partnership are conducted by the service.

Tameside Registration Service is committed to providing customers with a high quality registration service that meets the needs of Tameside's communities at key times in their lives by:

- Ensuring the provision of effective and efficient statutory services in line with national standards and best practice.
- Continually seeking to improve accessibility to the service for users.
- Listening to our customers and responding to their needs.

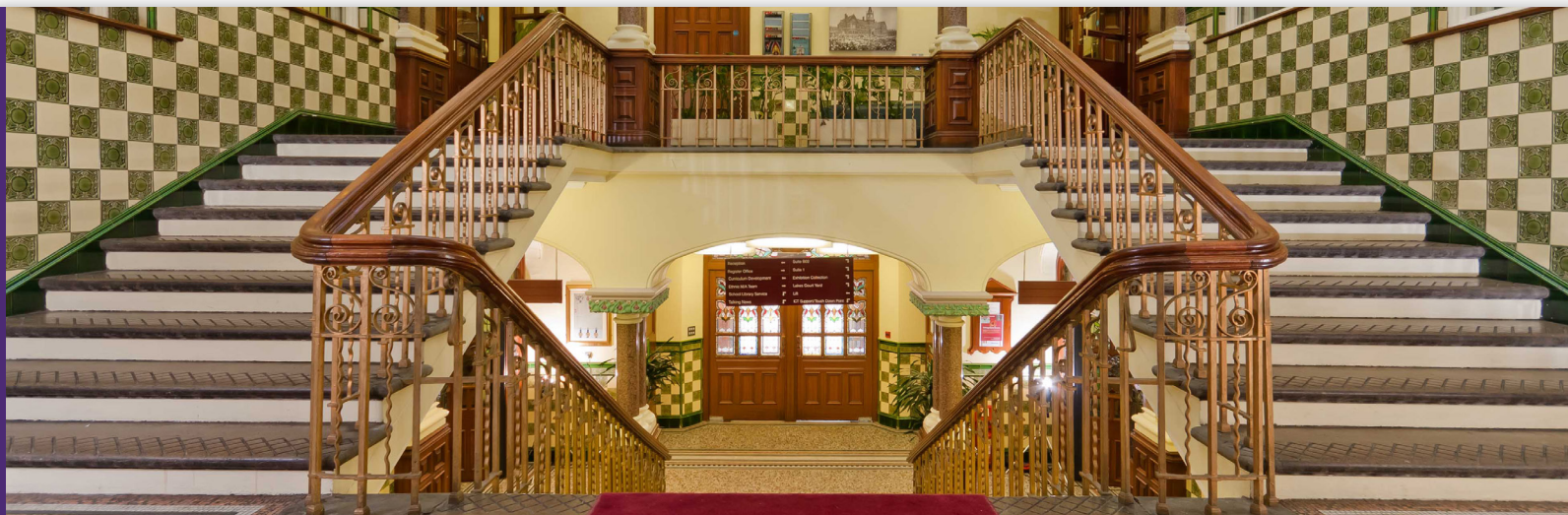
To maintain a high level of customer service it is vital to understand the needs of our customers as well as their views of the services provided. This customer engagement strategy will facilitate effective customer participation in order to maintain the high level of service provision that Tameside Registration Service provides.



You can find out more about our service in our Service Delivery Plan:
www.tameside.gov.uk/registrars/RegistrarsOffice

Customer Engagement at Tameside Council

Tameside Council has a strong history of consultation and engagement. It allows us to use feedback and opinions to help shape services to meet the needs of service users and residents. The process in which we undertake consultation and engagement is embedded across the authority. Ensuring robust consultation and engagement processes are in place is particularly important in the current economic climate. Providing residents with the opportunity to have their say on how we can best make financial cuts whilst delivering inclusive services is crucial.



The 'Big Conversation' is our primary tool for obtaining the views and opinions of local residents and service users on service delivery and redesign. Consultations undertaken via the Big Conversation can be supported by other consultation and engagement methods including focus groups and deliberative workshops. This can help to ensure that the views of groups who may be less likely to engage are collected and taken into consideration. The most recent Customer Service Excellence assessment has seen Tameside awarded eight areas of Compliance Plus, one of which in recognition of our ability to interact within wider communities and demonstrate the ways in which we support those communities. In addition, our particular efforts to identify hard to reach and disadvantaged groups / individuals and to develop our services in response to their specific needs have also been noted.

Tameside Registration Service is committed to the corporate approach to engagement, putting people at the heart of what we do to understand their needs and expectations whilst strengthening relationships and giving people more control over the services that they receive.

By taking time to participate in the engagement activities that are available, our customers have the opportunity to:

- Shape future customer experiences.
- Be involved in process improvements
- Identify innovative solutions.



www.tamesidebigconversation.co.uk

Tameside
Metropolitan Borough

Our Customers and Stakeholders

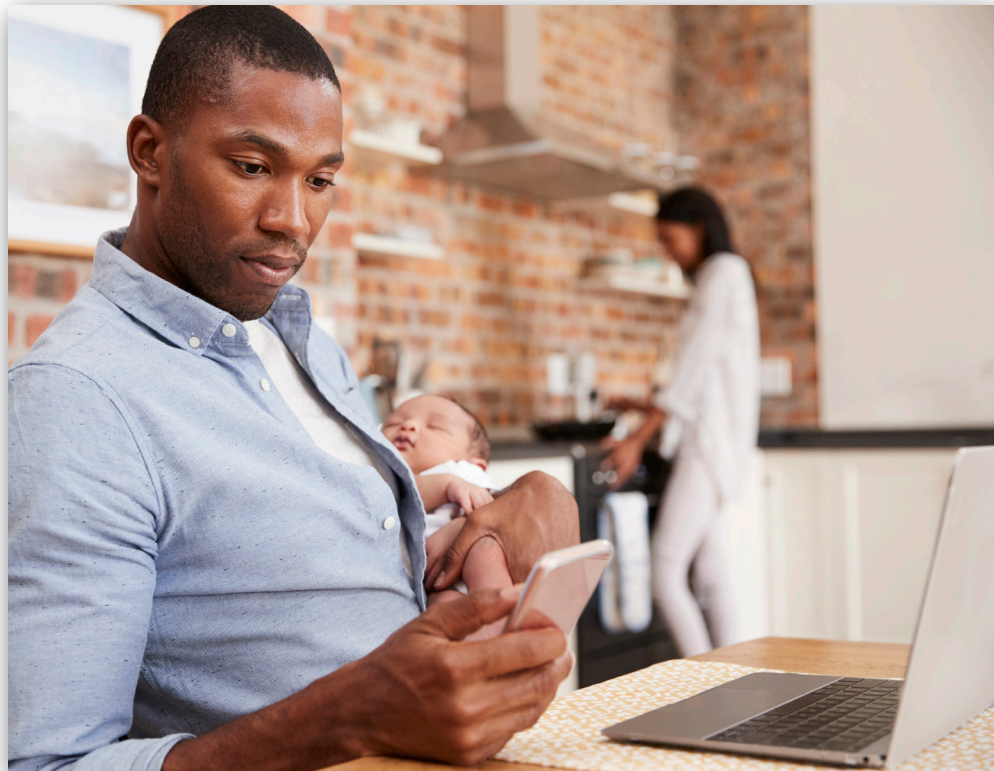
Whilst not an exhaustive list Tameside Registration Service considers the following stakeholders as customers within this customer engagement strategy:

Members of the public and businesses	Central Government Departments;	Ministers and members of other Religious Denominations;
General Register Office (GRO);	H M Coroner Service;	General Medical Practitioners;
Home Office;	Funeral Directors;	N H S Providers/ Hospitals, Hospices, Nursing and Care Homes;
Tameside MBC and other local authorities;	Clergy of the Church of England;	Approved Venues (for marriage and civil partnership)
Office for National Statistics;		

Customer Involvement and Engagement

We need to ensure that we listen to everyone and ensure that the feedback we receive is representative of all customers and potential customers, not just a few. Customers can:

- respond to postal or email surveys;
- discuss issues in person at the register office or over the phone;
- provide feedback via email or letter;
- make comments and feedback through the website;
- complete a comments card at the register office;
- use our comments, compliments and complaints procedure;
- use social media to keep up to date with our activities.



In addition there will be instances where specific engagement is critical to efficient and effective service delivery. Major changes to the Registration Service or the implementation of new or different processes following legislative or regulatory change requires engagement with key stakeholders to assist in shaping how we respond.

Using Customer Feedback

We ensure that the results from any engagement activity are used by the service to improve the customer experience that we provide.

A report providing analysis of feedback is incorporated into Tameside Registration Service Delivery Plan and also into the Annual Report to the Registrar General.

Following the reviews of feedback, the following actions will take place:

- All feedback is shared with staff via email or in staff briefing sessions.
- The Registration Service Manager will consider if any customer suggestions / feedback need to be investigated further through informal or formal processes.
- The Registration Service Manager will identify any areas for further actions from feedback analysis.

It is important to note that decisions cannot be made based solely only on customer feedback. An approach considering both business needs and customer feedback should be taken regarding any decision, which would affect our customers.

Key performance indicators (KPIs) will be used to monitor the success of changes that have been implemented. We will also use feedback results from previous years as a benchmark to monitor continued satisfaction and ensure that areas where we excel continue to grow.

Officer Responsibilities

All staff members will:

- Be responsible for providing excellent service to customers and stakeholders.
- Be trained to the highest level of competence for their roles.
- Understand and implement our customer engagement processes appropriately.

The Registration Manager will be responsible for:

- The collection of feedback and for the analysis of data.
- Discussing the data and engaging with their team to implement service improvements.
- Identifying further qualitative information from actions discussed.
- Presenting this information to all stakeholders through the appropriate channel.

Complaints

The service adheres to the Council's Corporate Customer Complains procedure.

For further information about this strategy please contact:

Lesley Hampson (Registration Service Manager/Superintendent Registrar)

Call: 0161 342 5028

Email: Lesley.hampson@tameside.gov.uk