

“Value for Money” – Leaflet & Poster

The second leaflet in the Making a difference series called 'Value for Money' comes out on the 6 February.

This leaflet looks at some of the work happening across the County Council to show our commitment to making every penny we spend count for local people

Future leaflets include equality and diversity, consultation and customer relations, and economic improvement.

You can get more information by visiting the intranet home page and clicking on [‘Making a difference’](#). The website includes lots of useful tips and ideas and you can have a look at the feedback we have already received.

You can also give us your feedback by calling 01603 638040 and leaving a message.

Let us know what you’re already doing to make a difference and share your ideas with colleagues.

As only 25% of you have regular access to email and the intranet, we want to make sure as many of you as possible get to read the leaflets. This is why we are printing leaflets on recycled paper as well as using the usual online methods. These leaflets are printed on recycled paper using vegetable based inks.

Please see below a poster and a copy of the “Value for Money” leaflet...

Value for money



Look out for the second in our set of leaflets about how Norfolk County Council is making a difference and what you can do to help

Share your ideas with colleagues and let us know what you're already doing by going to the intranet homepage or by calling 01603 638040

For more copies call 01603 224471



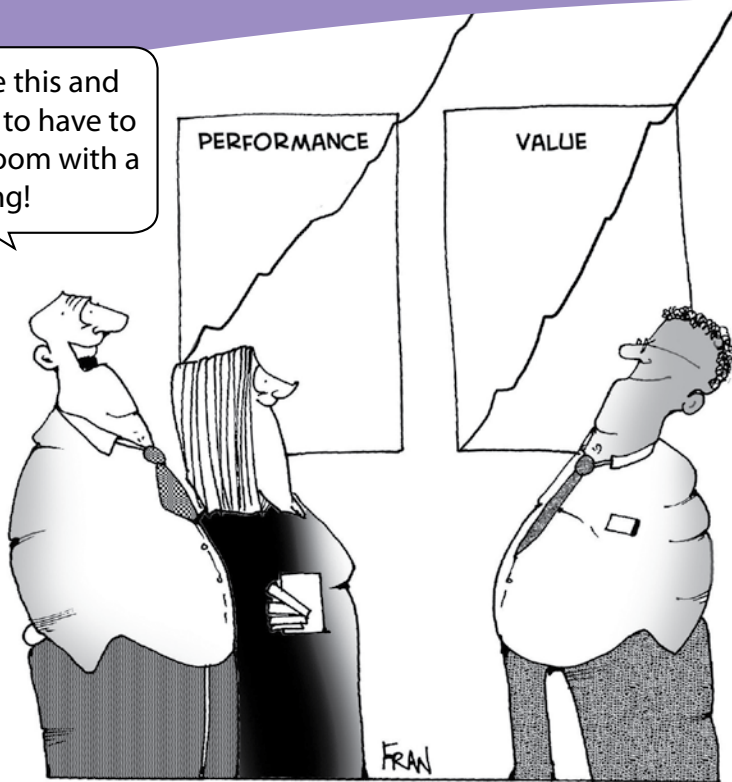
Norfolk County Council
at your service

Norfolk County Council making a difference
...and what you can do to help



Value for money

Carry on like this and we're going to have to move to a room with a higher ceiling!



Norfolk County Council
at your service

We are committed to being effective and efficient, and making every penny we spend count for local people. This can mean a difficult balancing act between meeting needs, delivering quality services and keeping costs down so that council tax increases are kept to a minimum for us all.

As well as meeting our statutory duties, we need to address priorities identified by talking to local people – improving educational attainment, developing Norfolk's economy and protecting the county's environment, for example. Councillors set an annual budget that directs our resources towards those priorities.

We also have to show that the investment we make, whether it is revenue spending on day-to-day services, or capital spending on things like new schools, is linked to our County Council Plan.

So you can see that every single one of us has a part to play in making Norfolk County Council a value for money organisation and meeting our challenging targets for the future. The County Council has made £53m in efficiencies over the last three years – that's £20m more than the government target.



Delivering value for money

Some of our larger projects include:

- **Modern Social Care** – a new way of working for staff in Children's Services and Adult Social Services. This will help us deliver a more efficient service for the people we care for, as well as savings of £1.237m. About £800,000 of this saving is being reinvested in other services. For more information contact Paul Fisher for Children's Services and Graham Wrycroft for Adult Social Services.
- **Passenger transport improvements** – such as joining up services with the East Anglian Ambulance Trust and voluntary sector. We aim to save £485,000 by March 2008, by using a mixture of taxi, fleet and voluntary vehicles in Adult Social Services, Children's Services and health.
- **Procurement** – we have worked with other authorities to maximise our buying power. We've saved £440,000 on contract prices this year alone, including £173,000 on mobile telephones.

Small improvements, like the new **post policy** are as important as big change projects. We have already saved £70,000 in a year by sending mail in a more cost-effective way. We aim to make savings of £200,000 in future years. See the post policy under 'p' on the intranet A-Z.

Together we are stronger

Marketing staff from across the County Council have combined to negotiate greatly improved rates for promotions and advertising. These special rates cover all Archant (EDP, Evening News etc) publications, Broadland and Kiss FM radio stations and bus back advertising.



Tip: For information, contact your departmental marketing officer, click on Marketing in the communications intranet pages, or contact James Dunne, Corporate Marketing Officer, on 01603 228989.

Working simpler, better, faster

In our **Employee Attitude Survey**, 80% of you said your top priority was to use time, money and resources efficiently. A close second was finding new ways to deliver better services.

Road-workers have come up with two successful suggestions. They now deal with simple problems, such as small potholes, as and when they find them, rather than having to return once the paperwork has been done.

They have also asked for more information about the work they are doing, so they can answer enquiries from the public. If they don't know the answer, they now have contact cards they can hand out. This has led to many letters of thanks from the public.



Tip: Many departments have staff suggestion schemes. Look for the P&T scheme, Bright Ideas in Adult Social Services and 'Ask Jennifer' and 'Tell Jennifer', for library staff.

Doing more, going further

Planning & Transportation staff are not only saving money and producing higher quality work, but also improving staff safety. They have designed excavators to replace manual tools when working on pavements. The excavators are safer and are saving us more than £40k a year.

The P&T staff suggestion scheme has also helped achieve savings of £1.5m over two years and is on target to deliver the same in 2008.

Working with others to improve our efficiency



The **INTRAN** (Interpretation & Translation for Norfolk) partnership of 32 agencies, including Norfolk County Council, has been hailed as a model of good practice by the Government.

INTRAN is one of only six organisations highlighted in a government report, which says: 'At least 88 languages are spoken in the increasingly diverse area of Norfolk, and translation costs for single agencies wishing to translate would be exorbitant.'

INTRAN benefits from considerable economies of scale, and has drawn down East of England Development Agency (EEDA) funding to train local interpreters –

further reducing costs and improving the economic opportunities of local people. The Centre of Excellence East is funding INTRAN to help the eastern region benefit from this work.



Tip: For information on using INTRAN go to www.lisupport/intran. The website includes dates for INTRAN's annual free staff training countywide.

Integration with our partners, May Gurney and Mott Macdonald, has already resulted in saving thousands of pounds in staff accommodation, fleet services and laboratories.

Every penny counts

NPS Property Consultants Ltd is working with service providers to ensure the property occupied by the County Council is fit for purpose. The property review process helps identify opportunities for the improvement of property, better utilisation and the reduction of running costs. If you have any suggestions to improve the way that property is used, please tell your departmental management team. For more information call Jane Lowrie on 01603 222588.

Ahead of the competition

The County Council's **Libraries and Information Service** is continuing to offer excellent customer service. The Norfolk and Norwich Millennium Library is the busiest library in the UK and lends out at least 50% more items than the competition, say the results of a national survey by the Chartered Institute of Public Finance and Accountancy (CIPFA).



New readers are attracted by a programme of activities and promotions which run throughout the year. Users can search, reserve and renew library products online, making the service even more efficient. The service is reviewing all its front of house processes, installing improved self-service kiosks, freeing up more staff time.



Tip: For more information go to Libraries on the intranet A-Z.

More for the same

We also run schools admissions online. People are guided through their applications with helpful online prompts and get an instant email confirmation – an improvement on the manual process. Uptake increased from 13% to 19% last year and is predicted to rise again in 2008.

Training

Courses have been developed by our Efficiency and Corporate Training team in partnership with PriceWaterhouseCoopers to help service managers deliver value for money. For more information call Rob Hammond, 01603 638581, or visit intranet.norfolk.gov.uk/cex/Efficiency.

Future plans

We are constantly comparing the cost and quality of our services with other organisations, and particularly councils. We use this information to focus on areas where there are the biggest opportunities to improve services and manage costs. Ideas from frontline staff

also help us shape future projects. We are confident we can continue to exceed government expectations of 3% a year efficiency savings.

For more information

This is the second in a series of leaflets that show how Norfolk County Council is making a difference in key areas. You can get more copies by calling 01603 224471. You can also visit the intranet homepage and click on 'Making a difference' to find out more information, to let us know what you're already doing or to share your ideas with colleagues.

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If you need this information in large print, or in an alternative version, please contact Norfolk County Council Communications Unit on 01603 224471