

## SERVICE DELIVERY

### Brocks Hill Customer Charter

#### What we do

Most of the activities undertaken by the Brocks Hill Country Park and Centre team are customer focused and outward facing, delivering front line services to the residents, businesses and visitors of the Borough from across the County.

Services delivered include activities such as:

- work to manage and enhance the natural environment of the Borough and Brocks Hill Country Park, increasing visitor understanding of, appreciation, and access to the wider natural environment;
- supporting environmental and community volunteering, including support of Borough-wide programmes such as Pride of the Borough, corporate team building for local business, and community empowerment, such as developing the Friends of Brocks Hill group;
- supporting educational visits and opportunities, lifelong learning and projects that support Leicestershire Families across broad environmental themes, with a particular focus on reconnecting to the natural environment;
- providing a community hub and focus for cultural activities, including family events, youth and community projects throughout the year;
- working in partnership to champion biodiversity and improve the environment of the Borough, enhancing the landscape and wildlife value;
- working to encourage greater activity and outdoor visits for all ages addressing health and well-being issues;
- delivery of the Brocks Hill vision to aspire to become recognised as Leicestershire's premier country park and centre for natural history and the environment that the whole borough embraces and enjoys.

#### Our link to the Council's Corporate Priorities

Brocks Hill directly contributes to four of the Council's Corporate Priorities,

##### Corporate Priority 1

Protect the good, quality, consistent, value for money front line services to residents – *particularly weekly refuse and recycling collections.*

##### Corporate Priority 2

Enhance the green environment of the Borough so that residents are able to take full advantage of it.

##### Corporate Priority 6

Work smarter to deliver the efficiency savings required to meet the continuing budget cuts.

##### Corporate Priority 7

Improve the health and well being of our residents.

The Brocks Hill team's countryside management of sites also contributes to site improvement works, that improves safety and thus to a lesser degree supports **Corporate Priority 4: Work with the Police to create a safer Borough where people feel comfortable and at ease.**

**Our promises to our customers and our service delivery against those promises (performance in italics)**

- 1. We will maintain natural open spaces, so that they are pleasant and safe places to visit.**
  - *We will work to ensure all natural open spaces are managed to benefit wildlife and people. We will develop work programmes and management plans with colleagues and partners, alongside an increase in volunteering opportunities, to help us achieve this.*
  - *We will work to enhance interpretation (where appropriate on site) and provide relevant information, through neighbourhood outlets and at events, so as to raise awareness and develop more opportunities for engagement with residents about our natural open spaces.*
  - *We will work with, and maintain regular dialogue, with the local police, OWBC colleagues and neighbourhood agencies, so that anti-social behaviour (where occurring) is addressed promptly.*
  - *The team will work to attract external funding, where possible, to ensure the most efficient use of core budgets for delivery of site improvements and biodiversity projects.*
  
- 2. We will operate our services with full consultation with stakeholders, users and appropriate forum, making sure the public's voice is considered within our service delivery.**
  - *We will maintain communications to the wider public, via the media, public notice boards, Letterbox and the Brocks Hill free newsletters. We will launch social media platforms for Brocks Hill Country Park Summer 2014.*
  - *In 2014 we will update site feedback forms for visitors to Brocks Hill and develop feedback forms for our school visits and events.*
  - *We will hold a bi-annual consultation forum meeting for Brocks Hill. Where other major projects are developed public meetings will be considered.*
  - *In late 2014 we will launch a public profile for the Greening of the Borough Strategy.*
  - *We will address areas of concern to our visitors where ever possible, working with appropriate partners and agencies. In 2014 we will look to establish simple control order guidance with regard to some areas of anti-social behaviour such as dog fouling, overnight camping and fly tipping.*
  
- 3. We will provide high quality, affordable events for all ages, taking feedback and developing services accordingly for all activities**
  - *Centred at Brocks Hill Country Park, the team will develop events for all ages that aim to inspire and foster an awareness of the natural environment, generate new skills and encourage creativity, working in partnership wherever possible to make effective use of available budgets.*
  - *The team will maintain and develop holiday activities for families.*

- *In 2014 we will develop events that centre on the multi-cultural calendar.*
  - *Working in partnership with local naturalist groups in 2014-15 new natural history identification courses will be developed for adults.*
- 4. We will maintain and enhance the formal education offer to schools and educational institutions, developing closer links to those establishments within the Oadby and Wigston Borough Council area.**
- *The Brocks Hill site provides educational packages to Leicestershire schools, with between 1,200 and 1,500 pupils visiting. We will seek to increase visits, opportunities and numbers.*
  - *Enquiries from schools will be dealt with within 5 working days and opportunities developed that meet their needs wherever possible.*
  - *Feedback will be gained from all school visits and from teacher consultation to ensure we deliver an appropriate and quality experience that fosters and encourages repeat visits.*
  - *We will develop new educational opportunities for schools and college partners, to meet citizenship and enrichment agendas, as well as opportunities that assist in completion of identified projects on sites.*
- 5. We will enhance the volunteering opportunities offered within the team and across the Borough's natural open spaces.**
- *We will respond to requests for volunteering in a timely and efficient manner and enhance links to Voluntary Action Leicestershire for recruitment and promotion.*
  - *We will offer new volunteering opportunities within the natural environment and Brocks Hill Centre that meet the priorities of the Greening of the Borough Strategy.*
  - *We will support the Tree Warden network on behalf of Oadby and Wigston Borough Council with quarterly meetings, training, information and support to develop appropriate projects.*
  - *We will develop more corporate volunteering opportunities, so local business can support local developments within the Borough.*
- 6. We will maintain national standards at Brocks Hill**
- *Maintain Brocks Hill Country Park to Green Flag standard as part of embedded working practice (annual award, now held for eight years).*
  - *Maintain Brocks Hill Country Park to Natural England Country Park standards as part of embedded working practice (awarded 2014).*
- 7. We will provide facilities at Brocks Hill Country Park and Centre that are fit for purpose and available for community use**
- *We will support local access to the Centre through discounted room hire to local people.*
  - *We will work during 2014/15 to increase opening hours at the Centre, through the development of the café with a new service provider.*
  - *We will ensure facilities are clean, welcoming and provide a hub of activity for Oadby and Wigston Borough Council including multi-culture and community focussed events.*

- *We commit to a quality and efficient service delivery with regard to customer contact, with all correspondence handled within 5 working days.*
  - *We will work to promote Brocks Hill as a tourism destination and attractive small conference venue.*
  - *We will increase visitor enjoyment of the natural environment and Brocks Hill Centre by enhancing the facilities.*
- 8. We will work with colleagues and partners to offer the greatest range of opportunities and experience at Brocks Hill, meeting new agendas and developing audience opportunity in partnership with others**
- *The team will strive to explore new projects and opportunities working with colleagues from within Oadby and Wigston Borough Council and other agencies to offer the best opportunities to local residents, making the most efficient use of budgets and opportunities available.*
  - *In Summer 2014 a new partnership to deliver Forest School programmes at Brocks Hill will be developed with Woodlark Forest Schools.*
- 9. We will work to provide as wide a range of healthy living opportunities, as possible, using natural open spaces**
- *Working with colleagues and external partners we will work to develop and support opportunities that use natural open spaces to offer informal leisure opportunities and promote out-door exercise that is appropriate to the natural environment. This will include walking, conservation volunteering and targeted activity with groups.*
  - *The Brocks Hill team will look to develop greater signage and information for activities within the Country Park for self-led walks and routes around the site.*
  - *We will develop opportunities in partnership that promote healthy living and lifestyle and help meet the health and well being agenda of Oadby and Wigston Borough Council. These will include the Young at Heart Day and sponsored walks at Brocks Hill. We will also work with sectors that recognise the benefits to mental health and wider health and well being benefits from outdoor activity and quiet reflection in the countryside.*
- 10. We will work to help improve and green the Borough**
- *We will support Pride of the Borough in their local work and entry to East Midlands in Bloom competition, encouraging developments that also support the Greening of the Borough Strategy and Town Centre improvements.*

## **COMPLAINTS AND COMPLIMENTS**

The site provides feedback forms for visitors and takes note of comments passed to Front of House staff. The nature of **complaints** documented relates to incidents with dogs, equipment closed for repair, or events restricting access to the exhibition hall. Some neighbours have commented on work done, or perceived need for management work. All are dealt with by the team, but generally relate to day to day running. To allow more dialogue a bi-annual consultation forum has been established. 19 complaints were recorded 2013-2014

**Compliments** are received in the same way and via visitors seeing staff on site. Recent developments and improvements, school visits and activities have all generated feedback. Front line staff have been praised for helpfulness. 73 compliments were recorded 2013-2014.