



**INVESTORS IN PEOPLE**  
Scotland

**Name:** Housing and Protective Services, East Dunbartonshire Council  
**Profile:** Public Sector  
**Size:** 120 employees  
**Location:** Kirkintilloch  
**Website:** [www.eastdunbarton.gov.uk](http://www.eastdunbarton.gov.uk)

### Background

Housing and Protective Services within East Dunbartonshire Council provides several key services to the local community, such as housing, environmental health, trading standards and building control.

East Dunbartonshire council covers a total area of 77 square miles, representing 110,000 citizens.



Gina Black, Housing Services Manager, talks about the services experience with Investors in People.

### Why Investors in People?

“To serve the community and meet our objectives, our staff not only have to be well trained in legislative and statutory requirements, they also have to be customer focused and user friendly. On reviewing the Investors in People Standard our service considered that the Standard was achievable but we also saw that improvements would be required to meet the Standard which would benefit both staff and our customers.”

### What differences has achieving the Standard made to your business and the way it works?

“Learning development has become a priority for our service. The stated aim of the Service Training and Development plan is “Ensuring a well trained, well motivated staff”. In addition all training activities are cross referenced to ensure that our service meets the Council’s four objectives of:

- Building a safe and attractive environment
- Promoting access to learning opportunities
- Supporting elderly and vulnerable people
- Investing in Improvement.

Achieving the Standard has led to the Service ensuring that Service Plans and Training Plans dovetail together providing clear and robust Service, Team and Individual objectives. This in turn has meant that we now have strategies for managing people that promote equality of opportunity in the development of our staff.”

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### **Has it changed what you do day to day?**

“Achieving the Standard has ensured that policies and procedures have been properly developed which help our staff be more effective in all that they do.”

### **Do you see a continuous benefit from recognition?**

“The continuous benefit for us has been the involvement of our staff in Service planning, Service delivery and Service evaluation. Targets are discussed and agreed at team briefings and at performance management reviews. Staff take individual and collective responsibility for the achievement of team objectives and targets. Targets are now being met and exceeded, which means better outcomes for our customers.”

### **Have there been any specific benefits?**

“Having a robust Service Training and Development Plan has helped us to fill promoted posts from within our own staff group. Staff can now see a career path and know that training, whether it be on the job or undertaking an external formal qualification, will be available to help them become effective in their new post. This has reduced recruitment costs and has resulted in staff who are motivated and enthusiastic.”

### **What is your overall philosophy about your relationship with your staff?**

“Our philosophy is that we value our staff as individuals and as members of a team. We delegate decision-making to the most effective level and we value individual enterprise and personal development, flexibility and shared responsibility.”

We also use family friendly policies and practices to encourage, motivate and show that our staff are valued. These include Career Breaks, Flexible working, Adoption and Special Leave policies and job-sharing.”

### **How do you reward people whom have shown special initiative?**

“As a public sector organisation we reward people by recognising their personal contribution. This can be done by highlighting an individual’s contribution in a team briefing or by the Head of Service giving thanks at staff awareness sessions. Individual staff also receive letters of thanks and praise from the Head of Service.”

### **What would you say to anyone considering Investors in People?**

“It’s a worthwhile accreditation to achieve. It helps your business become more focused on its main resource, *it’s people*, who in turn become more effective because they are valued and respected for their contribution.”

