APPENDIX 7

Priority:	**Modern and Efficient Council**
Sub-Priority:	**Access to Council Services**
Impact:	**Improving customer services**

What we said we would do in 2013/14: -

1. Complete Phase 1 of our Flintshire Connects programme and the design of Phase 2				
Progress Status		**Progress RAG**	**A**	**Outcome RAG**	**G**

Phase 1 of the Flintshire Connects programme covers the opening of a centre in Flint and Connah's Quay. Funding has been secured and designs agreed with all partners. Invitations to tender for works at Flint has been issued and arrangements are underway to provide a temporary reception facility during the building works. Flint Connects will open in February 2014 to ensure that we meet the targets set by our partners Job Centre Plus who have given notice on their current accommodation. The Connah's Quay centre development will run alongside Flint although the final completion date will be a few months later.
The plans for Buckley are underway with a completion date in mid-2104. An options appraisal on the location of the Connects Centre has been undertaken and the preferred site will be agreed shortly.

Achievement will be measured through:
- The opening and scale of use of the Flintshire Connects centres
- Customer feedback on Flintshire Connects

Achievement Milestones for strategy and action plans: (Lead Officer – Head of ICT & Customer Services) Develop a customer feedback strategy for Flintshire Connects – January 2014							
Achievement Measures	**Lead Officer**	**2012/13 Baseline Data**	**2013/14 Target**	**2016/17 Aspirational Target**	**Current Outturn**	**Performance RAG**	**Outcome Performance Predictive RAG**
The opening of new Flintshire Connects Centres	Head of ICT & Customer Services	1 (as at 1/4/13)	2 Connects Offices	5 Connects Offices by 2016	In progress	G	G
Scale of use of all Flintshire Connects Centres (footfall)	Head of ICT & Customer Services	3514 (between 1/1/13 and 31/3/13)	17,000	70,000	5547	G	G

Improvement Plan Progress
September 2013

CYNGOR
Sir y Fflint
Flintshire
COUNTY COUNCIL

Risk to be managed – How we can ensure the investment to further improve access to our services

Gross Score (as if there are no measures in place to control the risk)			Current Actions / Arrangements in place to control the risk	Net Score (as it is now)			Future Actions and / or Arrangement to control the risk	Manager Responsible	Risk Trend	Target Score (when all actions are completed / satisfactory arrangements in place)		
Likelihood	Impact	Gross Score		Likelihood	Impact	Gross Score				Likelihood	Impact	Gross Score
(L)	(I)	(LxI)		(L)	(I)	(LxI)				(L)	(I)	(LxI)
H	H	R	• Project management arrangements in place which include representation from all partners. • Funding secured. • Application of lessons learned from implementation of first Flintshire Connects in Holywell. • Customer satisfaction form available at each centre.	L	L	G	• Work towards delivery of all front line services from Flintshire Connects Centres across the county. • Apply a consistent approach to service delivery at all centres. • Encourage customers to use the self service facilities available. • Joined up approach to public service delivery in communities. • Further development of methods of gathering and learning from customer feedback.	Head of Housing / Head of ICT & Customer Services		L	L	G

Risk to be managed – How the Council adjusts its processes and practices to support Flintshire Connects and the increased use of self-service

Gross Score (as if there are no measures in place to control the risk)			Current Actions / Arrangements in place to control the risk	Net Score (as it is now)			Future Actions and / or Arrangement to control the risk	Manager Responsible	Risk Trend	Target Score (when all actions are completed / satisfactory arrangements in place)		
Likelihood	Impact	Gross Score		Likelihood	Impact	Gross Score				Likelihood	Impact	Gross Score
(L)	(I)	(LxI)		(L)	(I)	(LxI)				(L)	(I)	(LxI)
H	H	R	• Meetings held with service managers to discuss opportunities for changing ways of working alongside the channel shift agenda. • Prioritise those services that have the potential to be provided from Flintshire Connects centres. • Transfer of services to Flintshire Connects centres. • Flintshire Connects staff actively encouraging customers to use the self-serve facilities available. • Face to face payments to be reduced at Connects centres and customers encouraged to use methods of payments other than cash.	M	H	R	• Continuous monitoring of channel shift performance and use of Flintshire Connects centres. • Training of Flintshire Connects staff to the required standard to support new services. • Customer Services representative to be involved in all projects & initiatives that impact the customer. • Continuous encouragement of customers to use alternative methods of payments. • Applying new systems into the Flintshire Connects centres.	Head of ICT & Customer Services		L	L	G

Risk to be managed – Ensuring a positive public response to the changing ways our services can be accessed

Gross Score (as if there are no measures in place to control the risk)			Current Actions / Arrangements in place to control the risk	Net Score (as it is now)			Future Actions and / or Arrangement to control the risk	Manager Responsible	Risk Trend	Target Score (when all actions are completed / satisfactory arrangements in place)		
Likelihood	Impact	Gross Score		Likelihood	Impact	Gross Score				Likelihood	Impact	Gross Score
(L)	(I)	(LxI)		(L)	(I)	(LxI)				(L)	(I)	(LxI)
H	H	R	• Customer Satisfaction form available at Flintshire Connects - Holywell. • Publishing news relating to new Flintshire Connects centres. • Report on number of visitors to Flintshire Connects centres and trends.	M	M	A	• Encourage customers to provide feedback. • Monitor and report on feedback. • Engage with customers to improve service delivery. • Learn from customer feedback. • Publish successes relating to Flintshire Connects.	Head of ICT & Customer Services		L	L	G

2. Implement a newly modernised website with increased and improved digital services

Progress Status		Progress RAG	G	Outcome RAG	G

A new Flintshire website will be launched in September, 2013. This new site will allow the development of digital services available through the site and via other devices such as a smart phone, tablet, etc. Work has been underway to consider the content of the current website and reduce this significantly ensuring that only customer focussed content is transferred to the new site. The new website will be modern, customer focussed and simple to use whilst complying to the Shaw Trust accessibility standards. Although the new website will be launched in September there is still much to do to increase the digital services available allowing customers to self-serve. Meetings have been held with service managers to identify opportunities for developing digital services to offer an alternative choice for customers and reduce the cost of contact.

Achievement will be measured through:
- Scale and take-up of the new digital services
- Customer feedback

Achievement Measures	Lead Officer	2012/13 Baseline Data	2013/14 Target	2016/17 Aspirational Target	Current Outturn	Performance RAG	Outcome Performance Predictive RAG
Scale and take-up of the new digital services (no. of visitors) per annum	Head of ICT & Customer Services	1,459,283	1,500,000	2,000,000	353,540	G	G
Customer feedback - Satisfied with visit to website - Successfully found what they were looking for	Head of ICT & Customer Services	73.3% 73.54%	80% 80%	85% 85%	76.74% 80.46%	G	G

Risk to be managed – Ensuring our customers can access our digital services

Gross Score (as if there are no measures in place to control the risk)			Current Actions / Arrangements in place to control the risk	Net Score (as it is now)			Future Actions and / or Arrangement to control the risk	Manager Responsible	Risk Trend	Target Score (when all actions are completed / satisfactory arrangements in place)		
Likelihood	Impact	Gross Score		Likelihood	Impact	Gross Score				Likelihood	Impact	Gross Score
(L)	(I)	(LxI)		(L)	(I)	(LxI)				(L)	(I)	(LxI)
H	H	R	• Availability of self service facilities at Flintshire Connects centres. • Review of current website content to ensure that only customer focussed content is available on the new website. • New website to be simple, easy to use, accessible and customer focussed. • New website technology will allow improved digital services. • Ongoing promotion of new website. • Launch of mobile app.	L	L	G	• Continued monitoring of customer usage and feedback. • Increased availability of new digital services allowing customer to 'self-serve'. • Regular refresh of website based on customer contact and current issues. • Proactive rather than reactive website. • Customer Services resource dedicated to monitoring website content. • Analysis of website usage statistics.	Head of ICT & Customer Services		L	L	G

3. Launch the new Flintshire mobile application "app"				
Progress Status	**Progress RAG**	**G**	**Outcome RAG**	**G**

The 'Flintshire' app will be launched in September 2013 and will allow customers to report and receive information on council services through their mobile device such as smartphone, tablet, etc. Any reports received will be fully integrated with the council's CRM (Customer Relationship Management System) allowing a seamless transaction with the direct service delivery. The app is also linked to the council's website which ensures that all information is current and consistent. The 'Flintshire' app is the first in Wales to be fully bilingual providing equality of service in both English and Welsh.

Achievement will be measured through:
- Scale and take-up of Flintshire's mobile applications
- Customer feedback

Achievement Milestones for strategy and action plans: (Lead Officer –Head of ICT & Customer Services)
Mobile "App" implemented September 2013:
Strategy to be developed to include baseline and target measurements and customer feedback strategy – January 2014

4. Review and improve our Customer Service Standards

Progress Status		Progress RAG	A	Outcome RAG	G

A revised Customer Service Policy incorporating a new set of measureable standards is due to be published in the Autumn of 2013. This policy will set out our customer services expectations at a corporate level however many service areas will have their individual service level standards which will be applied at a local level. The purpose of the Customer Services standards is to ensure there is a consistent approach to the level of service provided across the whole organisation when dealing with customers. Performance against these standards will be reported on a quarterly basis and areas of weakness will be targeted for improvement.

Achievement will be measured through:
- Endorsement of the improved Customer Services Standards
- Employee training and achievement

Achievement Milestones for strategy and action plans: (Lead Officer –Head of ICT & Customer Services)
Endorsement of the improved Customer Service Standards – January 2014

Further development of employee training programme – March 2014