

APPENDIX 6

Priority: Modern and Efficient Council
Sub-Priority: Access to Council Services
Impact: Achieving customer, focused, modern and efficient access to council services

What we said we would do in 2014/15: -

1. Implement Phase 2 of our Flintshire Connects programme with extended range of services and locations.

Progress Status

Progress RAG

G

Outcome RAG

G

Progress status:

During 2014, the Flintshire Connects Programme has delivered two new Connects Centres at Flint (March 2014) and Connah's Quay (Jun 2104). These complement the first Connects Centre which opened at Holywell in November 2012. The next Flintshire Connects Centre will be opened in Buckley later this year located in the Buckley Town Council offices; this will be shortly followed by a redesign of the main County Hall reception providing a single access point for customers following the Flintshire Connects model.

All three Connects centres have been well received by customers and are well used for face to face contact with the Council and its partners. We have recruited all Flintshire Connects staff and currently going through a period of training to ensure they are able to deal with customer enquiries at the first point of contact. This training will continue as we introduce new services to Flintshire Connects which will help back office services achieve efficiencies by redirecting customer contact.

Partnership working arrangements are working well and the appointment of a Team Leader for Flintshire Connects has strengthened our working relationship with these partners through regular meetings and responding quickly to issues and development opportunities.

Achievement will be measured through:

- The opening and scale of use of the Flintshire Connects centres
- Customer feedback on Flintshire Connects
- Range of services provided
- Percentage of customers having their needs met at first point of contact

Achievement Milestones for strategy and action plans:

- Establish and implement a system for reporting the percentage of customers having their needs met at first point of contact by 31 March 2015

Achievement Measures	Lead Officer	2013/14 Baseline Data	2014/15 Target	2016/17 Aspirational Target	Current Outturn	Performance RAG	Outcome Performance Predictive RAG
IPME6M1 - The opening of new Flintshire Connects Centres	Chief Officer – Community & Enterprise	2	4 (cumulative)	5 (cumulative)	3	G	G
IPME6M2 - Scale of use of all Flintshire Connects Centres (footfall)		43,656	70,000	100,000	19,308	G	G
Range of services provided		Holywell only = 36	36	36	37	G	G
IPME6M3 - Customer satisfaction rating		Holywell only = 100% <i>based on verbal feedback</i>	90%	90%	93%	G	G

2. Review and improve our Customer Service Standards.

Progress Status

Progress RAG

G

Outcome RAG

G

Progress status:

A draft Customer Service Policy has been prepared for consideration by Chief Officers. The policy introduces revised standards which have changed to recognise actual performance and comparison with other councils across Wales. The revised standards give a clear commitment to what we 'will' achieve rather than what we 'aim' to achieve.

Following approval by Chief Officers the proposed policy will be shared with Council Members and as part of the consultation process we will also consult our customers.

The revised standards will also introduce corporate performance monitoring and reporting to encompass all customer facing services.

Achievement will be measured through:

- Customer satisfaction ratings

Achievement Milestones for strategy and action plans

- Approval of the revised Customer Service Standards by December 2014

Achievement Measures	Lead Officer	2013/14 Baseline Data	2014/15 Target	2016/17 Aspirational Target	Current Outturn	Performance RAG	Outcome Performance Predictive RAG
CUSM1L - Efficient Complaints Handling: The percentage of initial complaints responded to within 10 working days	Chief Officer – Community & Enterprise	83.93%	84%	85%	75.31%	A	G

3. Extend and improve (i) customer access to Council information and services using technology and (ii) opportunities for participation in consultation exchanges etc.

Progress Status	Progress RAG	G	Outcome RAG	G
<p>Progress status: Procurement of a new web content management system has allowed a new website to be developed which can now meet accessibility requirements and has the potential to develop improved digital services. This also provides improved data relating to customer access through Google Analytics such as how, where, when and why customers are using the website. Data such as this can help to develop our website based on customer needs and usage.</p> <p>A total of 15 different services are now utilising a combination of Facebook and Twitter to engage with people who have a specific interest in the services they provide. Between them they are successfully reaching 7378 people who have either 'liked' or are 'following' them.</p> <p>Both corporate and service social media sites are increasingly being utilised as integral components of overall communication and engagement campaigns and the 2014/15 Budget Consultation will maximise both on-line and social media opportunities to reach as many people as possible.</p> <p>The social media policy has recently been reviewed and updated and has progressed through the consultation phase and will be shortly presented to Chief Officer Team for approval and adoption.</p> <p>Achievement will be measured through:</p> <ul style="list-style-type: none"> ▪ Number of customers using technology to access Council information and services ▪ Number of customers using technology to participate in consultation exchanges etc. ▪ Customer feedback ▪ Percentage of customers having their needs met at first point of contact <p>Achievement Milestones for strategy and action plans:</p> <ul style="list-style-type: none"> ▪ Establish and implement a system for reporting the percentage of customers having their needs met at first point of contact by 31 March 2015 				

Achievement Measures	Lead Officer	2013/14 Baseline Data	2014/15 Target	2016/17 Aspirational Target	Current Outturn	Performance RAG	Outcome Performance RAG
IPME6M4 - Scale and take-up of the new digital services (no. of visitors) per annum	Chief Officer – Community & Enterprise	2,001,881	2,000,000	2,000,000	290,673	G	G
IPME6M5a - Customer feedback: satisfied with visit to website *		Not Available	80%	85%	Not available	N/A	N/A
IPME6M6 - Take-up of Flintshire's Mobile App		293	200	200	399	G	G
IPME6M5b - Customer feedback: successfully found what they were looking for *		Not Available	80%	85%	Not available	N/A	N/A
IPME6M7 - No. of enquiries received via the mobile app		393	150	150	618	G	G

* Subject to availability of website take up survey

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	<ul style="list-style-type: none"> • Project management arrangements in place which include representation from all partners. • Funding secured for the development of Flintshire Connects, Buckley. • Application of lessons learned from implementation of Flintshire Connects in Holywell, Flint and Connah's Quay. • Customer satisfaction form available at each centre. • Monitoring of visitors to Flintshire Connects Centres. • Contact centre development to align to new Chief Officer portfolios. 	L	L	G	<ul style="list-style-type: none"> • 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. • Methods establish to gather learning from customer feedback. • Responsibility for performance of telephone call handling to be passed to portfolio Chief Officers. 	Chief Officer, Community & Enterprise	↓	L	L	G

Risks 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	<ul style="list-style-type: none"> Procurement of new Web Content Management System Development of digital on line services Launch of a mobile app for Flintshire County Council Internet availability at libraries and Connects Centres 	L	L	G	<ul style="list-style-type: none"> Increase range of services available on line. Flintshire Connects staff to encourage customers to access services on line. Use of social media (Twitter) to publicise information. 	Chief Officer, Community and Enterprise	↓	L	L	G

Risks 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	<ul style="list-style-type: none"> • 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. 	L	L	G	<ul style="list-style-type: none"> • Encourage customers to provide feedback. • Regular customer satisfaction surveys • Monitor and report on feedback. • Engage with customers to improve service delivery. • Learn from customer feedback. • Publish successes relating to Flintshire Connects. 	Chief Officer Community & Enterprise	↓	L	L	G

Risks 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	<ul style="list-style-type: none"> 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. Customers encouraged to use self-serve facilities at Flintshire Connects centres Removal of cash office facilities within the county 	L	L	A	<ul style="list-style-type: none"> 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. Cash payment machines implemented 	Chief Officer, Community & Enterprise	↓	L	L	G