

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: The 3 established Flintshire Connects Centres are becoming increasingly busy as customers become familiar with their existence and the range of services provided. The footfall is greater than ever anticipated and the range of services delivered is continually increasing.

Flintshire Connects now deals with the whole service relating to the issue of Blue Badges and has implemented a new Welsh Government assessment toolkit.

A full triage service for supporting people is now delivered from all Connects Centres which has helped improve access to this service beyond the Flint Office. This includes information relating to Welfare Rights and homelessness.

A plan for services that will be considered for transfer to Connects has been developed and agreed by Chief Officers.

Regular customer satisfaction surveys will be conducted for two weeks in every quarter. Owing to some planned changes during the current quarter a customer satisfaction survey was not conducted. The next one is scheduled for qtr 3.

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	23,240	G	G
Range of services provided		Holywell only = 36	36	36	36	G	G
IPME6M3 - Customer satisfaction rating		Holywell only = 100% <i>based on verbal feedback</i>	90%	90%	93% (as qtr 1)	G	G

2. Review and improve our Customer Service Standards.

Progress Status	Progress RAG	A	Outcome RAG	G
<p>Progress status: A revised Customer Services Policy has been approved by Chief Officers and will now be referred to Scrutiny Committee prior to formal public consultation. Performance will be measured against the standards included in the revised policy. There has been a drop in performance and with the exception of two portfolios closely missing the target (Organisational Change and Social Services 83.33%), portfolios did not achieve the performance target of 84% of complaints responded to within 10 working days. Following a review of the complaints database, unnecessary delays such as passing a complaint from one officer to another or simply not updating customers on the action taken to resolve concerns has led to delays and targets being missed. The Customer Services Team will ensure that complaints are recorded and allocated to service managers going forward (not Contact Officers) and for the team to closely monitor performance daily and where a delay is envisaged to issue a holding response. The CCC policy is being reviewed and subject to agreement, the role of Contact Officer will cease providing Customer Services with better control of complaints to include allocation to the correct officer, monitoring of timescales, quality of response and recording 'lessons learnt'.</p> <p>Achievement will be measured through:</p> <ul style="list-style-type: none"> Customer satisfaction ratings <p>Achievement Milestones for strategy and action plans</p> <ul style="list-style-type: none"> 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%	58.64%	R	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>A new look site was launched in September to take account of customer feedback and examples of good practice from other council websites. Work has also been done to improve the website content making it customer focussed, clear and informative. Each page includes a link to a feedback form for customers which will help improve the sites based on their needs and experiences. SOCITM has recently re-introduced the customer satisfaction rating survey and we will be able to report against this starting in qtr 3. On line e-forms have been launched on the new website allowing customers to 'self-serve'. Some of these forms are fully integrated with back office systems which allows for a speedy response time. Services that are suitable for digital development have been identified and will be rolled out as resources allow. There continues to be an increase in the number of mobile app registrations and a subsequent rise in customer enquiries via this channel. It should be noted that we can only report on the number of registrations and that the number of people who have actually downloaded the app is likely to be higher but we can only report on registrations i.e. it does not include anonymous users. Twitter has become increasingly useful for communicating with customers. Flintshire now has over 7,000 followers of its main Twitter account and is becoming an important communication tool.</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	642,561	A	A
IPME6M5a - Customer feedback: satisfied with visit to website *		Not Available	80%	85%	N/A	N/A	N/A
IPME6M6 - Take-up of Flintshire's Mobile App		293	200	200	586	G	G
IPME6M5b - Customer feedback: successfully found what they were looking for *		Not Available	80%	85%	N/A	N/A	N/A
IPME6M7 - No. of enquiries received via the mobile app		393	150	150	1060	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	Target Date
(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 survey conducted for two weeks each quarter. • 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. • Plan agreed by Chief Officers to roll out services to Flintshire Connects. • 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. • Ongoing learning from customer feedback. 	Chief Officer, Community & Enterprise	↓	L	L	G	Sept 2013

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	Target Date
(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 Enable customer feedback 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. Customer feedback form included on all web pages continues to be monitored. Providing equal access to Flintshire Website through desktop and mobile devices. Flintshire Connects staff to encourage customers to access services on line. On-going use of social media (Twitter) to publicise information. 	Chief Officer, Community and Enterprise	↓	L	L	G	Sept 2013

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	Target Date
(L)	(I)	(LxI)		(L)	(I)	(LxI)				(L)	(I)	(LxI)	
H	H	R	<ul style="list-style-type: none"> Customer Satisfaction Survey undertaken in each Flintshire Connects centre. 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	Dec 2013

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	Target Date
(L)	(I)	(LxI)		(L)	(I)	(LxI)				(L)	(I)	(LxI)	
H	H	R	<ul style="list-style-type: none"> • Customer Satisfaction surveys conducted at each Connects Centre • 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	G	<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 • Increase in transactional services available on website. 	Chief Officer, Community & Enterprise	↓	L	L	G	Sept 2014