CYNGOR
Sir y Fflint
Flintshire
COUNTY COUNCIL

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

Three Connects Centres are established through the county.

The depth of knowledge of devolved services has developed significantly resulting in more customers being dealt with at the first point of contact. Examples include the Housing Options, Supporting People and Blue Badges. The council's customer relationship management system has been developed further to record contact relating to housing options meaning that there is now one central record of customer contact that can be accessed by relevant staff in order to support a customer. Flintshire Connects staff have undergone training to develop their knowledge of housing matters. This has helped to roll out housing support across all centres.

A cash payment machine will be available at the Mold Library during Qtr 4 and library staff will be trained to deal with the type of queries previously dealt with by the Mold Cash Office. The Mold Cash Office will close.

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	A	G
IPME6M2 - Scale of use of all Flintshire Connects Centres (footfall)		43,656	70,000	100,000	61,509	G	G
Range of services provided		Holywell only = 36	36	36	36	G	G
IPME6M3 - Customer satisfaction rating		Holywell only = 100% *based on verbal feedback*	90%	90%	100%	G	G

2. Review and improve our Customer Service Standards.				
Progress Status	**Progress RAG**	**G**	**Outcome RAG**	**G**

A significant improvement in complaints handling has been made in quarter three with 87% of Step 1 complaints receiving a response within 10 working days. Following a revision to the Compliments, Concerns and Complaints policy, Step 1 complaints are now allocated directly to service managers (the role of the Directorate Complaints Officer has been removed) whom are supported by Customer Services to ensure complainants receive a timely response and are kept informed.

The revised customer services policy has been approved for formal customer consultation which will take the form of a web campaign and questionnaire over the next few months.

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%	87%	G	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	A	Outcome RAG	A

335,752 people used Flintshire's website during the period October – December which is a small reduction compared to quarter two. However, it should be noted that this figures includes the Christmas holidays which traditionally leads to a reduction in visitors to the website.

Preparations were made during quarter two for the launch of the new on line application process for school admissions in January 2015. The new process was publicised in advance of the launch date through the website and social media.

There continues to be an increase in the number of registrations to Flintshire's mobile app. It should be noted that we can only report on the number of registrations and not the number of downloads (anonymous users) which is likely to be higher.

The volume of enquiries received via the mobile app continues to increase with 1,355 enquiries submitted since the app was launched in September 2013.

The use of the website for campaigns such as the recent Big Budget Conversation consultation and Community Asset Transfer promotion demonstrates how the website is being utilised as a customer consultation tool.

The use of social media to request information, complain or compliment Council services continues to increase. The corporate Twitter account has 7,929 followers on the English account (@FlintshireCC) and 314 followers on the Welsh account (@CSyFflint). The Council has a seen a 35% increase in the number of English followers since April, and 66% increase on the Welsh account. Twitter continues to be a key channel in promoting Council services which is evident in the recent marketing and promotion of school admissions online. The percentage of website users satisfied with their visit and not found what they were looking for has not met our target. This feedback has not been available for the past year. A full analysis of the survey results will now begin to identify areas of weakness so that plans to address this can be developed.

Achievement will be measured through:
- 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

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 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	978,313	A	R
IPME6M5a - Customer feedback: satisfied with visit to website * Desktop version Mobile version		Not Available	80%	85%	56% (Desktop) ** 61% (Mobile) **	R	A
IPME6M6 - Take-up of Flintshire's Mobile App		293	200	200	671	G	G
IPME6M5b - Customer feedback: successfully found what they were looking for * Desktop version Mobile version		Not Available	80%	85%	58% (Desktop) ** 62% (Mobile) **	R	A
IPME6M7 - No. of enquiries received via the mobile app		393	150	150	1,355	G	G

* Website take up survey

** This is the first quarter (Q3) that this data has been available broken down by desktop and mobile separately.

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	Target Date
(L)	(I)	(LxI)		(L)	(I)	(LxI)				(L)	(I)	(LxI)	
H	H	R	• Project management arrangements in place which include representation from all partners. Responsibility for project now transferred to Customer Services Manager with management responsibility for Connects. • 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	L	L	G	• Preparatory work underway to develop a new Customer Services Strategy • Flintshire Connects roll out to be planned to take account of individual location business cases • Work towards delivery of all appropriate front line services from Flintshire Connects Centres across the county to support organisational business planning and achieve efficiencies.	Chief Officer, Community & Enterprise	↓	L	L	G	Jan 15

			survey conducted for two weeks each quarter. • Monitoring of visitors to Flintshire Connects Centres. • Contact centre development to align to new Chief Officer portfolios. • 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.					

CYNGOR
Sir y Fflint
Flintshire
COUNTY COUNCIL

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	• On line e-forms being developed • Customer feedback survey re-introduced • Development of digital on line services • Encouraging customers to 'self-serve' using internet access at libraries and Connects Centres • Providing equal access to Flintshire Website through desktop and mobile devices.	L	L	G	• Increase range of services available on line. • Customer feedback form included on all web pages continues to be monitored. • Socitm Website take up survey to be analysed. • Flintshire Connects & customer services staff to encourage customers to access services on line. • Where possible offer access to digital service only • On-going use of social media (Twitter) to publicise information.	Chief Officer, Community and Enterprise	↓	L	L	G	Jan 2015

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	• Customer Satisfaction Survey undertaken in each Flintshire Connects centre. • Report on number of visitors to Flintshire Connects centres and trends. • Regular customer satisfaction surveys	L	L	G	• 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.	Chief Officer Community & Enterprise	↓	L	L	G	Jan 2015

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	• 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 • Cash payment machines implemented	L	L	G	• Face to face customer contact for council services to be directed to Connects. • 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. • Continuous encouragement of customers to use alternative methods of payments. • Increase in transactional services available on website.	Chief Officer, Community & Enterprise	↓	L	L	G	Jan 2015