

AGENDA MANAGEMENT SHEET

Name of Committee Resources, Performance & Development Overview & Scrutiny Committee

Date of Committee 24th April 2007

Report Title Warwickshire County Council Customer Service Centre and Warwickshire Direct - Kenilworth and Library

Summary In June 2006, Members were able to visit the Customer Service Centre in Shire Hall and Warwickshire Direct - Kenilworth and Library. The purpose of this report is to appraise members of progress against the recommendations made in the scrutiny report to this committee on 19th September 2006. .

For further information please contact: Kushal Birla Head of Customer Service and Access Performance and Development Directorate kushalbirla@warwickshire.gov.uk Martin Lake Principle Review Officer Performance and Development Directorate martinlake@warwickshire.gov.uk

Would the recommended decision be contrary to the Budget and Policy Framework? N/A

Background papers Report on the visits to Customer Service Centre in Shire Hall and Warwickshire Direct Kenilworth – September 2006

CONSULTATION ALREADY UNDERTAKEN:- Details to be specified

- Other Committees
- Local Member(s) Applies to all Members of the Committee
- Other Elected Members Cllrs G Atkinson, D Booth, F McCarney C Hayfield
- Cabinet Member Councillor P Fowler.

- Chief Executive
- Legal Sarah Duxbury
- Finance
- Other Chief Officers Graham Betts
- District Councils Andrew Jones - Warwick District Council.....
- Health Authority
- Police
- Other Bodies/Individuals Edwina Cordwell
Paul Williams
Fiona Clark - WDC

FINAL DECISION **Yes**

SUGGESTED NEXT STEPS:

Details to be specified

- Further consideration by this Committee
- To Council
- To Cabinet
- To an O & S Committee
- To an Area Committee
- Further Consultation

Resources, Performance & Development Overview & Scrutiny Committee

24th April 2007

Executive Summary

In order to better appreciate the developing Customer Service and Access agenda visits to the Customer Service Centre and Warwickshire Direct, the one stop shop in Kenilworth were undertaken on the 30th June 2006 by , Councillors Booth, Atkinson and Hicks who were joined by Councillor Fowler, the Cabinet Portfolio holder for Performance and Development.

The subsequent scrutiny report of the 19th September 2006 outlined nine recommendations, which have been set out in this report together with any comments and or actions taken and their respective responsible owners.

The report concludes with an outline of the latest developments within Warwickshire Direct – Kenilworth and Library and the Customer Service Centre – Shire Hall

Members are asked to:-

Consider and comment on the progress against the recommendations made in the scrutiny report to this Committee on 19th September 2006.

Indicate any further information they require

Agenda No

Resources, Performance & Development Overview & Scrutiny Committee

24th April 2007

Report on the Warwickshire County Council Customer Service Centre and Warwickshire Direct - Kenilworth and Library

Report of the Strategic Director of Performance and Development

Recommendations

That members consider and comment on the progress against the recommendations made in the scrutiny report to this Committee on 19th September 2006.

That members indicate any further information they require

1. Background

- 1.1 On 9th May 2006 the County Council agreed the remits for its committees. It was agreed that the Resources, Performance and Development Overview and Scrutiny Committee should be responsible for, amongst other areas, Customer Service and Access. In order to better appreciate this service it was suggested that elected Members should visit the Customer Service Centre and Warwickshire Direct, the one stop shop in Kenilworth. On the morning of 30th June 2006, Councillors Booth, Atkinson and Hicks visited these two locations. They were joined by Councillor Fowler, the Cabinet Portfolio holder for Performance and Development.
- 1.2 The subsequent findings and recommendations following the site visits were made to this committee on the 19th September 2006.
- 1.3 Progress on the development of Customer Service and Access for Warwickshire County Council is subject to regular reporting to this Committee, the last update was provided on the 9th January 2007.

2 Purpose of the Report

- 2.1 This report sets out the recommendations made by this Committee and the progress made against them together with those responsible for taking them forward.

3 Progress against Recommendations

The scrutiny report of the 19th September outlined nine recommendations, which have been set out together with any comments and or actions taken and their respective responsible owners.

Ref 5.1	<i>That the Strategic Director for Performance and Development review the performance management arrangements for the CSC and Warwickshire Direct, retaining the quantitative and customer satisfaction elements whilst adding a dimension that takes account of value for money.</i>	Owner Adrienne Bellingeri
----------------	---	-------------------------------------

- Work is underway to develop an evaluation framework for the success of our One Stop Shops including the Extended Services project in Stockingford, Customer Service Centre, Reception points and Kiosks, which will include a value for money element. We are awaiting some proposals from the consultants who are helping with this work.
- As the learning from the transfer of services into the Customer Service Centre takes place through post project evaluation then this will be used to develop enhanced value for money approaches within future business cases and proposal documents.
- The satisfaction measures for the Customer Service Centre will be carried out over the coming months with the introduction of the automated customer satisfaction testing element from MacFarlane.

Ref 5.2	<i>That the Strategic Director for Performance and Development be requested to produce annual reports to the Resources, Performance and Development Overview and Scrutiny Committee setting out performance against agreed targets and providing examples of ways in which the CSC has served to improve peoples' quality of life.</i>	Owner Kushal Birla
----------------	--	------------------------------

- The performance against agreed targets is provided to O&S for quarterly consideration and shows performance year to date and trend information. In addition to this, progress with the Customer Service and Access agenda is monitored by the Strategic Directors Management Team via the New Way's of Working Programme every two weeks and by the Customer Service and Access Programme Board, which meets every six weeks.
- The evaluation framework described above will need to capture examples of services that have improved peoples' quality of life. Such services may include:
 - Assessing people for needs and assigning them to a team to provide this
 - Undertaking low level care assessments for the PHILLIS team to allow more low level support to be provided and thus prevent people getting to the point where they require more intense support
 - Providing people with disabled parking badges

Ref 5.3	<i>That consideration be given to all new members of staff being afforded the opportunity to visit the CSC as part of their induction process.</i>	Owner Adrienne Bellingeri
----------------	--	-------------------------------------

- Following discussions with County Human Resources it has become apparent that to give all new employees the opportunity to visit the CSC could become overwhelming for the CSC and could negatively impact service provision.
- Opportunities have been taken to be involved in recent ICT road shows where the work of the CSC has been promoted and discussions have taken place with staff on how it benefits different services and the organisation as whole. Feedback from these events has been positive and more will be undertaken. The key benefit of these road shows is that they offer an important opportunity for information exchange, but in a controlled environment, which does not impact on service delivery.

Ref 5.4	<i>Allied to 5.3 (above) that the Strategic Director for Performance and Development be requested to produce a leaflet for circulation to staff and Members which explains the work of the CSC and the way in which it can assist them and their customers.</i>	Owner Adrienne Bellingeri
----------------	---	-------------------------------------

- Marketing is an important element of branding and the work of the CSC and other service options such as On Stop Shops need to be maximised through appropriate marketing channels. Discussions are taking place with Alison John, WCC Brand Manager to establish how we may best achieve this. The work is being undertaken with partners, for example, Warwick District Council, North Warwickshire Borough Council and Rugby Borough Council

Ref 5.5	<i>That as part of the branding and marketing exercise currently being undertaken by the Performance and Development Directorate consideration be given to the production of a clear and prominent sign to be located on the front of Shire Hall proclaiming that it is the home of Warwickshire County Council.</i>	Owner Alison John
----------------	--	-----------------------------

- Two temporary signs have been erected in the front doors area of Shire Hall. These show opening times and also a map of the various buildings around Warwick.
- When the scheme for the new Shire Hall foyer/one stop shop has been agreed new signage will be fundamental in the overall look and branding of Warwickshire County Council.

Ref 5.6	<i>That the Strategic Director for Performance and Development and his officers give consideration as to how the video screen mounted on the ceiling of Warwickshire Direct could be relocated to a more prominent position in the eye line of people entering the facility.</i>	Owner Paul McDermott
----------------	--	--------------------------------

- The Libraries Learning and Culture (LLC) is currently reviewing the position of Multi-screens in Libraries. Resources have yet been identified to undertake any recommendations from within LLC budget.

Ref 5.7	<i>That the receptacle in Warwickshire Direct - Kenilworth currently labeled as "drop box " be re-named to make it clear that it is intended for the return of books and other media loaned from the library.</i>	Owner Paul McDermott
----------------	---	-----------------------------------

- The 'drop box' has been relabelled and renamed "Quick returns" and continues to be used.

Ref 5.8	<i>That the signage displayed in Warwickshire Direct- Kenilworth be reviewed so as to a) eliminate the possibility of confusion arising over where clients should go for service and b) broadcast the services available to visitors other than those of a library.</i>	Owner Alison John
----------------	---	-----------------------------

- The Warwickshire Direct signage in Kenilworth is different to all other Warwickshire Direct signage. This is because Warwickshire Direct - Kenilworth has been operating for some 18 months now and during this time our focus on the importance of branding has developed. During the build of the Warwickshire Direct - Bedworth One Stop Shop it was necessary to review the 'brand' approach and this work was led by Warwickshire Direct Partnership the WCC lead was Alison John, Brand Manager. The approach to the branding of Warwickshire Direct - Kenilworth is currently under review and costed proposals of signage are due for discussion on the 27th March 2007.
- Meanwhile the sign over the One Stop Shop counter has been moved back to eliminate confusion over which service point to approach.
- It has also been agreed to place an A3 Warwickshire Direct - Kenilworth (WD-K) sign inside the main door adjacent to libraries 'Discover, Imagine, Learn' sign stating services delivered by WDK.

Ref 5.9	<i>That the Strategic Director for Performance and Development gives consideration to the production of a leaflet promoting the services available to people at the Warwickshire Direct - Kenilworth. Such a leaflet being circulated to households in the Kenilworth area as an insert to "Warwickshire View".</i>	Owner Fiona Clark
----------------	---	-----------------------------

- Warwick District Council is designing more flyers now for 2007 showing updated WCC services and both library events and Warwickshire Direct - Kenilworth surgeries taking place each day. This will be issued to all who borrow books and is also placed in relevant locations about the town – copies will also be included in WCC/WDC publications to the public.
- Discussions are ongoing with the Kenilworth Town centre Manager to establish a reference to Warwickshire Direct - Kenilworth in the local 'Big K' visitors leaflet.
- In addition there are plans to meet the new editor at the local paper, Kenilworth Weekly News, to keep up the momentum of good press releases. 2006 had several double spread articles at no cost on the progress at WD-K, 'A day in the life of...' and birthday celebrations.

4 Latest Developments

4.1 Warwickshire Direct – Kenilworth and Library

- Warwickshire Direct – Kenilworth celebrated its first birthday on 21st October 2006.
- Staff continue to deliver a first class service and consistently exceed 95% of enquiries resolved at first point of contact. The number of service enquiries has increased by 20% during Nov 06 – Jan 07 compared to the same time in the previous year.
- Additional services and surgeries have been launched over the past few months; these include; Applications for Disabled Parking Badges, Initial care assessments for Social Services, and Citizens Advice Bureau surgeries funded by Kenilworth United Charities.
- Warwickshire Direct – Kenilworth is fast becoming known as the place to go for residents who want to be kept informed of local events, consultations and progress on the town centre improvements. Recent displays and consultations have included 'Exciting Times for Kenilworth' - progress on all new developments in the town, Decriminalisation of Parking, and Talisman Square improvements and traffic consultation.
- Following the publication of the Governments White paper in October in which the service was mentioned, Warwickshire Direct – Kenilworth experienced a surge in enquiries and visits from other Councils wanting to replicate the service in their own areas. Officers from visiting authorities have commented that Kenilworth is one of the best examples of a One Stop Shop they had seen.
- The staff are involved in continuous training for the services they deliver and new services being introduced which will include the new library management system, Vubis, in October 2007.

4.2 Customer Service Centre – Shire Hall

- Warwick District Council and WCC have completed a draft business case on the potential of merging their contact centres.
- An away day workshop, involving operational managers from both Councils, has also been held to discuss the business cases in more detail in particular the approach that should be taken to create a joint contact centre. The workshop concluded that a joint contact centre was a viable option and should be further pursued. As a result of this a draft joint business case has been developed.
- The joint business case will be submitted to the County Council Cabinet in May and the WDC Executive during May. If there is agreement that a joint contact centre remains a viable option, work will commence on operating a single centre in 2008/2009.

5 Recommendations

- 5.1 That members consider and comment on the progress against the recommendations made in the scrutiny report to this committee on 19th September 2006.
- 5.2 That members indicate any further information they require.

DAVID CARTER
Strategic Director
Performance and Development Directorate
April 2007