

**AGENDA MANAGEMENT SHEET**

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

**Date of Committee** 13<sup>th</sup> November 2007

**Report Title** Report on the Development of Customer Service & Access for Warwickshire County Council

**Summary** The purpose of this report is to appraise members of progress during 2007 in regards to the development of the One Stop Shops/Kiosks and the Customer Service Centre.

**For further information please contact:**

Kushal Birla Head of Customer Service and Access Performance and Development Directorate  
[kushalbirla@warwickshire.gov.uk](mailto:kushalbirla@warwickshire.gov.uk)

Adrienne Bellingeri Customer Contact Manager Performance and Development Directorate  
[adriennebellingeri@warwickshire.gov.uk](mailto:adriennebellingeri@warwickshire.gov.uk)

Martin Lake Senior Project Manager Performance and Development Directorate  
[martinlake@warwickshire.gov.uk](mailto:martinlake@warwickshire.gov.uk)  
 N/A

*Would the recommended decision be contrary to the Budget and Policy Framework?*  
*Background papers*

Report on the Development of Customer Access for Warwickshire County Council – June 2006  
 Report on the Development of Customer Access for Warwickshire County Council – September 2006  
 Report on the Development of Customer Access for Warwickshire County Council – January 2007  
 Report on the Development of Customer Access for Warwickshire County Council – June 2007

**CONSULTATION ALREADY UNDERTAKEN:-**

Details to be specified

- Other Committees  .....
- Local Member(s)  Not applicable
- Other Elected Members  Councillor G Atkinson  
Councillor D Booth  
Councillor F McCarney
- Cabinet Member  Councillor P Fowler.
- Chief Executive  .....
- Legal  Sarah Duxbury
- Finance  David Clarke
- Other Chief Officers  All Chief Officers
- District Councils  .....
- Health Authority  .....
- Police  .....
- Other Bodies/Individuals  Chris Juckes  
Paul Williams

**FINAL DECISION N/A**

**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

13<sup>th</sup> November 2007

## Executive Summary

The following report sets out to appraise members of progress during 2007 in regards to the development of the One Stop Shops/Kiosks and the Customer Service Centre.

The key messages include:

### Milestones in relation to the engagement of Cabinet, Strategic Directors and Heads of Service and Members

Area by area progress on the delivery of new front line services

Information on services now offered through the Customer Service Centre and the One Stop Shops

Progress on the developments within the Customer Service Centre

Performance against the key performance indicators

Details relating to the approach to resourcing the above

Members are asked to:-

Consider and comment on the progress during 2007 in regards to the development of the One Stop Shops/Kiosks and the Customer Service Centre.

Indicate any further information they require

Confirm that quarterly reporting should continue

## Agenda No

# Resources, Performance & Development Overview & Scrutiny Committee

13<sup>th</sup> November 2007

## Report on the Development of Customer Service & Access for Warwickshire County Council

### Report of the Strategic Director of Performance and Development

#### Recommendations

That members consider and comment on the progress during 2007 in regards to the development of the One Stop Shops/Kiosks and the Customer Service Centre.

That members indicate any further information they require

That quarterly reporting continues

## 1. Background

- 1.1 The County Council has the strapline 'Working for Warwickshire'. This means putting citizens, customers and clients at the very core of our business thinking and service delivery.
- 1.2 On 27 June 2006, Cabinet approved the Customer Service & Access Strategy 2006-2009. The Strategy outlines Warwickshire County Council's vision for customer service over the next three years. It aims to put the customer at the heart of everything the Council does. It recognises the importance of customers' needs and attempts to ensure that our services are driven and shaped by all those who live, work and visit Warwickshire by embedding a passion for customer focus across the organisation.

## 2 Introduction

- 2.1 The Customer Service & Access agenda sits at the very core of the New Ways of Working Programme. Although the workload has been encapsulated within the associated workstream, the principles and requirements are visible in both the direction and content of the majority of workstreams which together comprise the Programme.

During the period of 2007 the progress and profile of this agenda has continued and the key milestones in relation to the engagement of Cabinet, Strategic Directors and Heads of Service and Members are outlined below:

4 <sup>th</sup> April 2007	New Ways of Working Programme Monthly Progress Update considered by Strategic Directors Management Team (SDMT)
5 <sup>th</sup> April 2007	Redevelopment of Shire Hall – The First Phase, considered by Leaders Liaison
24 <sup>th</sup> April 2007	Progress report on the recommendations made in the scrutiny report of 19 <sup>th</sup> September considered by Resources, Performance & Development Overview and Scrutiny Committee
10 <sup>th</sup> May 2007	New Ways of Working Programme Summary Report considered by Cabinet
19 <sup>th</sup> June 2007	Progress report for 2006/07 on the Customer Service & Access agenda considered by Resources, Performance & Development Overview and Scrutiny Committee
11 <sup>th</sup> July 2007	New Ways of Working Programme Monthly Progress Update considered by SDMT
5 <sup>th</sup> September 2007	New Ways of Working Programme Monthly Progress Update considered by SDMT
27 <sup>th</sup> September 2007	Delivering the Customer Service and Access Strategy – Business Proposals for One Stop Shops in Stratford District considered by Cabinet
3 <sup>rd</sup> October 2007	New Ways of Working Programme Monthly Progress Update considered by SDMT

2.2 The Customer Service and Access Programme Board was formed on 19<sup>th</sup> December 2006. The Programme Board consists of representatives from all Directorates and meets on a six weekly basis.

### **3 Progress on the development of the One Stop Shops/Kiosks and Joint Customer Service Centre**

#### **3.1 North Warwickshire**

- 3.1.1 On 2 November, Cabinet agreed a proposal to set up a joint One Stop Shop with North Warwickshire Borough Council at the Borough Council House reception area in Atherstone.
- 3.1.2 The One Stop Shop, Warwickshire Direct – North Warwickshire was officially opened on 9<sup>th</sup> May and provides a fast track meet and greet area, advisors to deal with specific queries or requests for service, interview rooms for the public and for use by, for example, the CABx, computers for use by visitors to access the website and to encourage self service, space for the Planning divisions microfiche reader is available and provides information on planning and building regulation applications. The registration of births, marriages and deaths service was introduced in June and the first marriage ceremony at the Council offices was conducted on the 7<sup>th</sup> July. NHS Warwickshire has based its 'Wellness Centre' at the One Stop Shop.
- 3.1.3 There has been significant positive media coverage regarding Warwickshire Direct – North Warwickshire a summary of which is contained in appendix 1,
- 3.1.4 North Warwickshire Borough Council Revenues Team were awarded Excellence in Customer Service at the recent Institute of Revenues, Rating and Valuation National Conference in Manchester and for their partnership approach to customer service including the Warwickshire Direct – North Warwickshire One Stop Shop. The One Stop Shop has resulted in them being able to deliver significant internal and external customer benefits, joined up processes across sectors and organisations, and addressing wide ranging health and well being initiatives.

## 3.2 Nuneaton & Bedworth Area

- 3.2.1 Warwickshire Direct – Bedworth opened to the public on the 24<sup>th</sup> November 2006 and has managed over 5839 visitors and enquiries during the first six months of 2007.  
We have taken a proactive approach to developing the customer base which has included visits to: the local CAB, Bedworth Civic Hall, Pensioners Ex Service Club, Bedworth Volunteer Bureau, Bedworth Carers Group, Bedworth Widows club and the Bedworth Health Centre.
- 3.2.2 There has been significant positive media coverage regarding Warwickshire Direct – Bedworth a summary of which is contained in Appendix 1
- 3.2.3 Discussions are ongoing with Nuneaton & Bedworth Borough Council to look at the possibility of Borough Council services being offered at Kings House.
- 3.2.4 The Nuneaton and Bedworth Borough Council One Stop Shop, based in the Nuneaton Town Hall was launched on the 10<sup>th</sup> October and the County has a presence. The One Stop Shop has been branded Warwickshire Direct – Nuneaton and Bedworth.



- 3.2.5 Following early discussions with the Extended Services in Schools Team, it was recommended that the existing infrastructure and service provision at Stockingford Early Years Centre and Library would provide an opportunity to develop a One Stop Shop service on the same site.

- 3.2.6 Subsequently an initial project meeting was held at Stockingford where it was evident that there were clear and exciting synergies between the objectives of the Every Child Matters and One Stop Shop agendas.
- 3.2.7 Following a series of meetings with partners including Nuneaton and Bedworth Borough Council a number of service options have been explored and costed. A business case, which outlines the options considered, will be presented to the Cabinet for consideration in November 2007.
- 3.2.8 Opportunities to provide improved access to services are also being explored in the Camphill and Bedworth Heath areas. Details of these new initiatives will be shared once the business proposals from partners and customer benefits have been fully explored.

### **3.3 Rugby Area**

- 3.3.1 On 27 June 2006, Cabinet supported a multi-site pilot of interactive kiosks. A number of authorities have implemented kiosk facilities as part of their overall integrated customer service and access strategy.
- 3.3.2 Kiosks provide local council, transport, Crimestoppers, community information, free e-mail, job finding services, and access to BBC news information. The kiosks also provide an outdoor controlled broadband service and access to the Customer Service Centre.
- 3.3.3 In liaison with Rugby Borough Council, the following sites were identified:
- Outside Shipley's Amusements, North Street, Rugby
  - Outside Thomson, 13 Market Place, Rugby
  - Inside Museum, Gallery and Library foyer, Little Elborow Street, Rugby
  - The Ken Marriott Leisure Centre, Bruce Williams Way, Rugby is being considered
  - Outside Co-Op, 19 Main Street, Newbold, Rugby
- 3.3.4 The content of the kiosks was developed with the providers, City Space and in partnership with Rugby Borough Council. The kiosks in North Street and Market Place were installed on the 27<sup>th</sup> March 2007 and the Museum, Gallery and Library foyer kiosk was installed on the 1<sup>st</sup> May.
- 3.3.5 The usage data for the period of April to August compared well to other kiosks around the country. It is worth noting that we had 19,268 users with a relatively high usage of 54.49% outside normal office hours ie 9 – 5 and the relative use of the e-government channel compares favourably to others. The e-government channel is where the content jointly created by



Rugby Borough Council and Warwickshire County Council sits, for example the A-Z of Council Services, Who's My Councillor and Council feedback. Some comments made by users of the kiosk include *"this is great you can send email when you are in town"* – **Market Place, Rugby** and *"from Danielle this is very useful"* – **North Street, Rugby**.

- 3.3.6 On the 4<sup>th</sup> May the kiosks were officially launched.
- 3.3.7 The Newbold and Ken Marriott Leisure Centre kiosks should be operational by November 2007.
- 3.3.8 There has been significant positive media coverage regarding Warwickshire Direct – Rugby a summary of which is contained in Appendix 1
- 3.3.8 Julie Price has recently been appointed as Head of Customer and Information Services RBC and discussions have already taken place regarding the feasibility of incorporating Registration and County services in their One Stop Shop service offering.

### **3.4 Stratford upon Avon Area**

- 3.4.1 A report outlining business proposals for One Stop Shops in the Stratford District was considered by the Cabinet on the 27<sup>th</sup> September. Cabinet resolved to support the co location of a One Stop Shop in Southam Library by March 2008 and the development of One Stop Shops in Elizabeth House Stratford and Globe House Alcester by June 2008.
- 3.4.2 Options for staffing at Southam are being considered by the Customer Service and Access Division and Libraries Learning and Culture.
- 3.4.3 The Digital Challenge Bid, which was submitted in January 2007 aimed to promote social inclusion by bringing multi-agency services, learning opportunities and entertainment to the fingertips of those living in or wanting to visit the District. Although the bid failed a sum of £2m was made available to the unsuccessful applicants. A Digital Challenge Board has been set up which comprises of the bid applicants and met for the first time in June 2007. David Carter is the WCC representative on the Board and a 5 year programme for the delivery of improved services is being developed.
- 3.4.4 We are now working with Stratford District Council to ensure that revised bid for the residual funds are used effectively to improve customer access and services in the District.
- 3.4.5 Flexible Local Access through Mobile Enquiries (FLAME) Bus - Advantage West Midlands (AWM) funding has been obtained for 2 years to pilot a mobile advice bus across South Warwickshire. Members of the public will

be able to obtain information, request a service and leave queries with staff on the vehicle who will forward the information electronically to the relevant department. Wherever possible it is the aim to provide the public with instant resolution to the most common enquiries. It is also planned to use the vehicle with other agencies, for example, health, pensions and voluntary groups.

- 3.4.6 The delivery mechanism for F.L.A.M.E could include surgeries and drop in centres at key community locations including leisure centres, village and community halls, libraries, and kiosks etc.

### **3.5 Warwick Area**

A range of integrated services will be delivered with Warwick District Council:

- 3.5.1 Warwickshire Direct – Kenilworth (WD-K) delivers Warwickshire County Council and Warwick District Council services as a single service offering and celebrated its first birthday on 21st October 2006. A number of improvements have been/will be implemented following the nine recommendations made by this committee in its scrutiny report of the 19<sup>th</sup> September. A progress report appraising members of progress against the recommendations made was reported on the 24<sup>th</sup> April 2007.
- 3.5.2 Staff continue to deliver a first class service and consistently exceed 97% of enquiries resolved at first point of contact. The annual customer satisfaction survey ran in May. Customers said that they were 90% very satisfied with the overall service and 87% said that they would be likely to recommend the service to friends, colleagues and relatives. Full details of the performance of WD – K is contained in appendix 2.
- 3.5.3 Additional services have been launched: street lighting and housing repairs. Local events such as the Kenilworth Show have also been supported. Kenilworth United Charities have also extended their funding of the Citizens Advice Bureau for a further 12 months.
- 3.5.4 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.
- 3.5.5 One Stop Shop in Whitnash – delivering Warwickshire County Council, Warwick District Council, Whitnash Town Council and Police services. The One Stop Shop is expected to be operational by December 2007.
- 3.5.6 One Stop Shop in Warwick, Shire Hall - A report on the Redevelopment of Shire Hall – The First Phase was reported to The Leaders Liaison Group on the 5th April 2007 where it was resolved to proceed with the courtyard infill adjacent Council Chamber to deliver the Shire Hall One Stop Shop.

- 3.5.7 An initial project meeting held between representatives from Warwick District Council, Resources and Performance & Development Directorates, informed the generation of the project brief in May. An Archaeological Observation report was completed in September. The contractors commenced on site on the 8<sup>th</sup> October and the One Stop Shop is expected to be operational by March 2008.
- 3.5.8 A section of the intranet has been designed to provide information and updates about the development of Warwickshire Direct – Warwick. The intranet will provide information on how the project is progressing and how it will affect staff working or those visiting Shire Hall.
- 3.5.9 A report outlining business proposals for the integration of Warwick District Council and Warwickshire County Council Customer Service Centres was considered by Cabinet on the 27th September. Cabinet resolved to support the development of an integrated Customer Service Centre with Warwick District Council. Work has now commenced on achieving co-location of the two Customer Service Centres by June 2008. A fully integrated Customer Service Centre will be achieved within 6-9 months following co-location.
- 3.5.10 One Stop Shop in Leamington Spa - Initial designs by Capita are being considered and partner feedback is being gathered. A revised design brief will be worked up by the end of October and this will then be interpreted into the proposed internal layout in November 2007.
- 3.5.11 One Stop Shop in Lillington – Warwick District Council have agreed to provide capital funding to build an extension to Lillington Library in order to create capacity for a One Stop Shop. A planning application is to be made shortly for the extension. Partners are currently developing a design brief, which will incorporate the One Stop Shop requirements as well some exciting developments regarding the future Library service provision. The design brief is to be completed by the end of October and this will then be interpreted into the proposed internal layout in November 2007. It is anticipated that Warwickshire Direct – Lillington will be operational by early/mid summer 2008.

## 4 Progress on the developments within the Customer Service Centre

- 4.1 Following the Cabinet's decision of 27<sup>th</sup> June 2006 when the Customer Service & Access Strategy was approved. Progress made in 2006/2007 is outlined below.:

<b>Service/Provision</b>
<b>Kings House</b> – equipment is on order to complete the full fit out of the centre in support of the continued roll out
<b>Highways Management</b> – customer service centre development and integration of systems (generates approximately 37,000 calls per annum). Development work is scheduled in for December 2007.
<b>PC Bookings</b> – now live. This process has increased the point of contact resolution from 70% to 78%.
<b>Registrations</b> – development work scheduled to commence October
<b>Inclusion of remaining libraries</b> – funding arrangements are under discussion to support the migration. Initial thoughts surrounding the possibility of rationalising telephone numbers are seen as inappropriate at present as ongoing dialogue is under way with telephony providers and central government regarding the 03 telephone numbering range
<b>Voice recognition</b> – automated software to update of staff moves now in place, staff details recorded into the system. Now at testing phase prior to roll out on internal switchboard users (likely to be January) to support rigorous testing for a month prior to implementation for the public.
<b>Free school meals</b> – lead responsibility transferred from central reengineering team to CSC. IT system to support school meals procured and installed. Processed/information to be developed (system pilot) over next two months
<b>Education transport</b> – Re-engineering work transferred from Corporate Team back to CSC. Initial meetings currently being scheduled.
<b>Customer satisfaction testing</b> – system issue now overcome, scripts recorded. Awaiting fix to ensure service levels are not affected when in live environment. Anticipated live date November.
<b>Street Lighting</b> – system full integrated and in use in CSC through to contractor. Awaiting systems upgrade to release the same process to the web environment.
<b>Domestic Violence helpline</b> – live in CSC. Full public launch anticipated Nov/Dec.
<b>Warwick District CSC Merger</b> – Cabinet confirmation received. Project Manager appointed for first phase (physical transfer and technical alignment) with co-location intended by June 2008.
<b>Emergency Planning</b> – joint paper to be submitted to SDMT for approval to progress work with Warwickshire Direct Partnership

**Additional work** – Work is in progress to deliver throughout the remainder of the year the following projects:

- Education frequently asked questions
- Anti bullying frequently asked questions
- F&R Fire Safety Helpline frequently asked questions
- F&R Help on call frequently asked questions
- F&R Home call frequently asked questions
- F&R Industrial and commercial unit frequently asked questions
- F&R working with young people frequently asked questions
- Traffic
- Recruitment
- Service for the Deaf Team frequently asked questions
- Complaints, comments and compliments
- Member information
- Waste management

## 5 Performance Targets

5.1 The Customer Service Centre has supported the following business since 2005:

Year	Switchboard enquiries	CSC enquiries	Disabled Parking Badges processed
2005	619635	166912	7808
2006	555827	183895	9627
2007 (to date)	375821	139976	8003

5.2 The Key Performance Indicators (KPIs) for the Customer Service Centre are:

- 5% or less abandoned call rate
  - Abandoned calls rates have improved significantly during the last few months as can be seen in Appendix 1
  - Contributory factors to improved service are:
    - Increased focus on cross training
    - Reduction in staff absence
    - Improvements in processes to increase efficiency and drive out repeat calls
    - Reduction in unavailable time for Advisors
  - Continued focus is necessary to improve the balance between temporary and permanent staff resource
  - Improve induction and training processes
  - Improve roster efficiency
- 90% of calls to be answered within 20 seconds
  - This grade of service figure has increased significantly as a consequence of those items highlighted above
- 80 % of call are answered at first point of contact (POC)

- Improvements are continuing to be seen in this area with the latest increase as a consequence of the introduction of the PC booking service for libraries

5.2 Performance against these KPIs can be seen in Appendix 3.

## 6 Customer Satisfaction

6.1 Quality checking levels continue to be maintained within the CSC with overall adherence standing at 90%. The process itself is currently being reviewed by the Team Leaders within the centre to improve it's look and feel.

6.2 Automated satisfaction testing for the CSC will be deployed in November once a systems fix has been undertaken by the supplier.

6.3 National Customer Service Week was supported the in the CSC with the activities undertaken to promote both the need for customer service and to seek the opportunity to celebrate the contribution made by those dealing with customers on a day to day basis.

6.4 Members joined in our activities and supported all initiatives. Information and brochures were taken to the public as staff engaged them on the information bus and out and about in Bedworth town centre.



- 6.5 As a thank you to the team and to support the focus on those delivering service an anti stress day was held in both centres with visits from Guide Dogs for the Blind, a yoga teacher, a team of masseurs and lots of ad-hoc activities.



## 7 Recommendations

- 7.1 That members consider and comment on the progress during 2006/2007 in regards to the development of the One Stop Shops/Kiosks and the Customer Service Centre.
- 7.2 That members indicate any further information they require
- 7.3 That quarterly reporting continues

DAVID CARTER  
Strategic Director  
Performance and Development Directorate  
Shire Hall  
Warwick

October 2007

**'Warwickshire Direct – North Warwickshire' One Stop Shop****Media coverage January 2007 – 11/10/07**

<b>Headline</b>	<b>Date of coverage</b>	<b>Media outlet</b>	<b>Amount of coverage</b>
One Stop Shop set for Atherstone	January 2007	Inform (WCC publication)	Quarter page (equivalent)
Go on a diet - as you pay your council tax	18/01/2007	Coleshill Herald	Quarter page
Go on a diet - as you pay your council tax	18/01/2007	Atherstone Herald	Quarter page
Residents give seal of approval to plans	02/02/2007	Heartland Evening News	Quarter page
Bringing it all under one roof	08/02/2007	Nuneaton Evening Telegraph	Column (36x1)
Clearing way for the disabled	15/02/2007	Heartland Evening News	Half page
Warwickshire Direct - North Warwickshire (interview with Bob Trahern, NWBC)	16/02/2007	Bbc Coventry & Warwickshire	Quarter page
Direct action taken	22/02/2007	Municipal Journal	Nib (10x4)
One-stop shops could be the VIP pass to council services	28/02/2007	Faculty Review	Full page/Centre spread/Front page
Council 'shop'	08/03/2007	Heartland Evening News	Quarter page
Council 'shop' date set	30/04/2007	Heartland Evening News	Nib (10x4)
New home for Atherstone Registration Office	May 2007	Inform (WCC publication)	Quarter page (equivalent)
New 'one stop shop' officially opened in Atherstone	09/05/2007	WCC Intranet site (front page news story)	Quarter page (equivalent)
New 'one stop shop' officially opened in Atherstone	09/05/2007	WCC website (front page news story)	Quarter page (equivalent)
Multi-services under one roof	10/05/2007	Heartland Evening News	Full page/Centre spread/Front page
Host of free services	15/05/2007	Heartland Evening News	Nib (10x4)
One stop for health needs	17/05/2007	Atherstone Herald	Full page/Centre spread/Front page
Defibrillator put in shop - Helping to save lives	18/05/2007	Heartland Evening News	Quarter page
New 'one stop shop' for borough	21/05/2007	Bbc Online	Quarter page (equivalent)
Service relocate to a new home	23/05/2007	Heartland Evening News	Column (36x1)
New home for Atherstone registration office	25/05/2007	WCC Intranet site (front page news story)	Quarter page (equivalent)
One Stop for your council information	31/05/2007	Nuneaton Weekly Tribune	Quarter page
Getting married - in the council offices!	31/05/2007	Coleshill Herald	Quarter page
Getting married - in the	31/05/2007	Atherstone Herald	Quarter page



council offices!			
Open for business	June 2007	Warwickshire View (WCC publication)	Nib (10x4)
Baby Olivia is first to register at One Stop Shop	07/06/2007	WCC website (front page news story)	Quarter page (equivalent)
Olivia first name on register	12/06/2007	Heartland Evening News	Half page
Special first for wedding couple	07/07/2007	Heartland Evening News	Half page
Getting married is all in a day's work for this couple	12/07/2007	Coleshill Herald	Half page
Who's the lucky bride and groom?	12/07/2007	Warwickshire Telegraph	Half page
Newlyweds now in seventh heaven	12/07/2007	Heartland Evening News	Quarter page
Invite to engaged couples	19/07/2007	Heartland Evening News	Quarter page
Engaged couples brave rain to see wedding venue	26/07/2007	Atherstone Herald	Column (36x1)

**'Warwickshire Direct – Rugby' iPlus kiosks launch**

**Media coverage May 2007 to 11/10/07**

<b>Headline</b>	<b>Date of coverage</b>	<b>Media outlet</b>	<b>Amount of coverage</b>
New kiosks on Rugby streets	Spring 2007	Warwickshire View (WCC publication)	Column (36x1)
Information kiosks launched	03/05/2007	Rugby Advertiser	Nib (10x4)
Rugby residents first to benefit from hi-tech kiosks	04/05/2007	WCC website (front page news story)	Quarter page (equivalent)
Rugby residents first to benefit from hi-tech kiosks (interview with Kushal Birla)	04/05/2007	Rugby FM	Quarter page (equivalent)
Rugby residents first to benefit from hi-tech kiosks (interview with Kushal Birla)	04/05/2007	BBC Coventry & Warwickshire	Quarter page (equivalent)
Rugby residents first to benefit from hi-tech kiosks	08/05/2007	Rugby Borough Council website (front page news story)	Quarter page (equivalent)
Town heads online with iPlus points	08/05/2007	Rugby Times	Quarter page
Town first to launch new interactive kiosks	10/05/2007	Rugby Observer	Quarter page
Point the way	11/05/2007	Why Magazine	Nib (10x4)
Town first to launch new interactive	16/05/2007	Warwickshire Gazette	Quarter page
Rugby kiosks are a hit	June 2007	Warwickshire View (WCC publication)	Quarter page
High Street Tech	19/06/2007	Rugby Times	Quarter page
Hi-tech information kiosks...	27/06/2007	Warwickshire Gazette	Nib (10x4)

**'Warwickshire Direct – Bedworth', Kings House****Media coverage March 2007 – 11/10/07**

<b>Headline</b>	<b>Date of coverage</b>	<b>Media outlet</b>	<b>Amount of coverage</b>
Warwickshire Direct - Bedworth	Spring 2007	Warwickshire View (WCC publication)	Quarter page
Open day for Warwickshire Direct - Bedworth	March 2007	Inform (WCC publication)	Quarter page (equivalent)
Take a look at Bedworth 'Shire Hall'	26/03/2007	Heartland Evening News	Half page
Take our advice and visit 'Warwickshire Direct - Bedworth' (interview with Gill Brimley)	30/03/2007	Mercia Fm	Quarter page
Direct way to get advice	05/04/2007	Nuneaton Weekly Tribune	Half page
King's House is jewel in crown	24/04/2007	WCC Intranet site (front page news story)	Quarter page (equivalent)
King's House is jewel in crown	24/04/2007	WCC website (front page news story)	Quarter page (equivalent)
'One stop shop' checked out	30/04/2007	Heartland Evening News	Half page
New era starts for tallest building	03/05/2007	Nuneaton Telegraph	Half page
An arty invite to get out your picture materials	02/08/2007	Nuneaton Weekly Tribune	Quarter page
Enter the council's summer art contest	03/08/2007	Kenilworth Weekly News	Quarter page
A competition to take art form	16/08/2007	Atherstone Herald	Column (36x1)
Challenge for artists	20/08/2007	Heartland Evening News	Column (36x1)
Summer art competition commissioned	29/08/2007	Heartland Evening News	Column (36x1)
Advisers' bid to bring in customers	03/10/07	Nuneaton Telegraph	Quarter page
Winning artists tune in to prizes	05/10/07	Nuneaton Telegraph	Quarter page
Art work brightens up office block	08/10/07	Heartland Evening News	Quarter page

**'Warwickshire Direct – Nuneaton & Bedworth' One Stop Shop**  
**Media coverage September 2007 – 11/10/07**

<b>Headline</b>	<b>Date of coverage</b>	<b>Media outlet</b>	<b>Amount of coverage</b>
'Que-buster' set to open	20/09/2007	Heartland Evening News	Quarter page
Sneak preview at new look Town Hall	25/09/2007	Heartland Evening News	Half page
Town hall shows off its bright new look	26/09/2007	Nuneaton Telegraph	Half page
Your new look Town Hall	27/09/2007	Nuneaton Weekly Tribune	Half page
New look for Town Hall foyer	02/10/2007	Heartland Evening News	Half page

**'Warwickshire Direct' Warwick One Stop Shop**  
**Media coverage September 2007 – 11/10/07**

<b>Headline</b>	<b>Date of coverage</b>	<b>Media outlet</b>	<b>Amount of coverage</b>
One-stop help shop opens next spring	28/09/2007	Leamington Courier	Quarter page

**'Warwickshire Direct – Whitnash' One Stop Shop**  
**Media coverage July 2007 – 11/10/07**

<b>Headline</b>	<b>Date of coverage</b>	<b>Media outlet</b>	<b>Amount of coverage</b>
Whitnash to get new Warwickshire Direct service	12/07/2007	Leamington Courier	Quarter page
Whitnash library to be renamed as Warwickshire Direct - Whitnash	13/07/2007	Leamington Courier	Quarter page
Works starts to turn library into town information hub	19/07/2007	Leamington Observer	Quarter page
Work starts to turn library into information hub	25/07/2007	Warwickshire Gazette	Quarter page
It was hard hats...	23/08/2007	Leamington Observer	Column (36x1)
Taking the direct approach to improving public services	31/08/2007	Warwick Courier	Column (36x1)

**'Warwickshire Direct' FLAME bus coverage**  
**Media coverage March 2007 – 11/10/07**

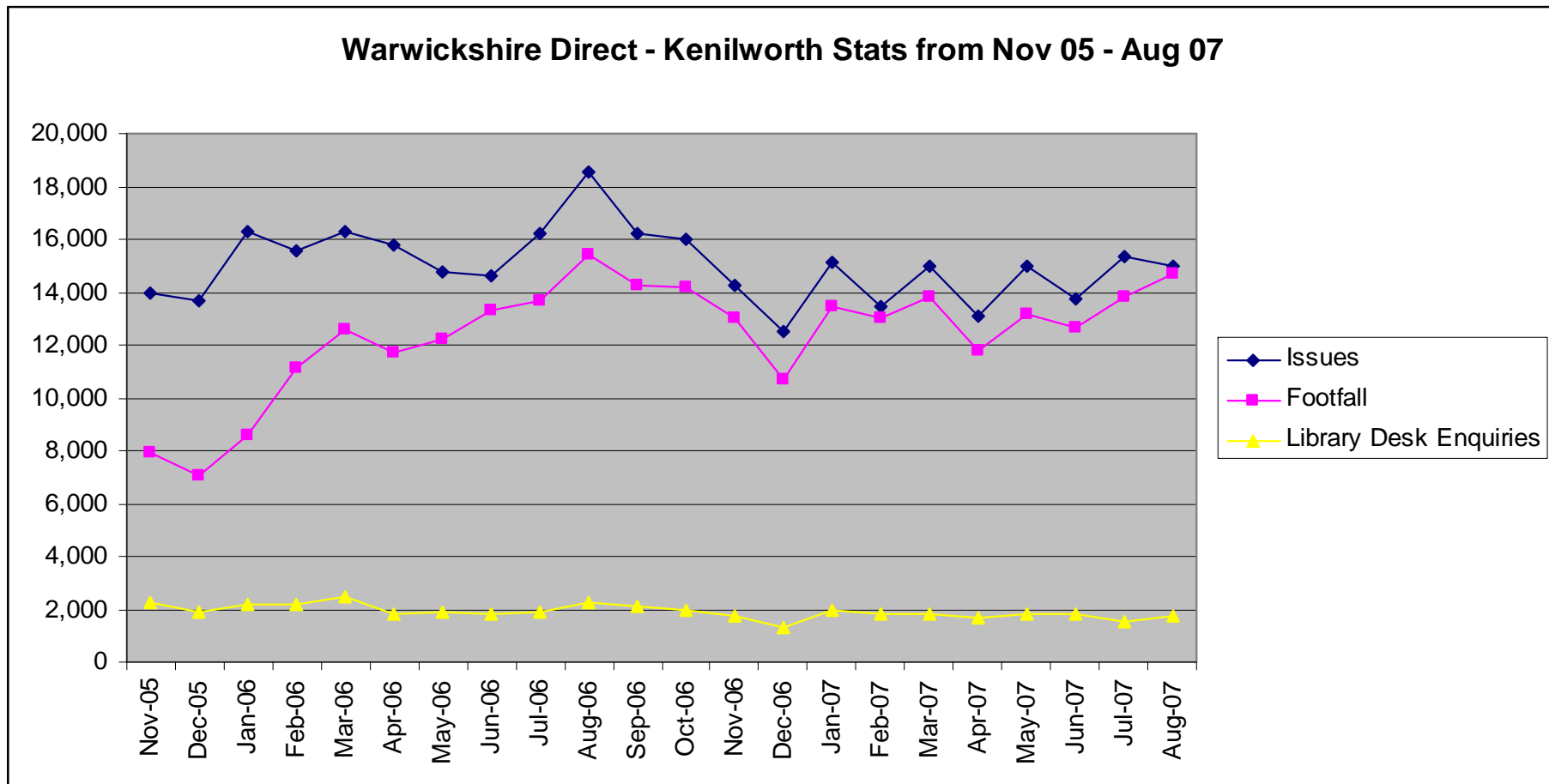
<b>Headline</b>	<b>Date of coverage</b>	<b>Media outlet</b>	<b>Amount of coverage</b>
Council Services to go on tour by bus	15/3/2007	Stratford Herald	Column (36x1)
Flame Bus to benefit South Warwickshire	19/3/2007	Local Government News	Quarter page
Service with a smile for council's customers	27/09/2007	Coleshill Herald	Quarter page
Roadshow on council services	27/09/2007	Nuneaton Weekly Tribune	Column (36x1)
Bus takes council office to the villages	27/09/2007	Stratford Herald	Nib (10x4)
Bus to deliver council services	27/09/2007	Warwickshire Telegraph	Quarter page

**'Warwickshire Direct Partnership' – miscellaneous coverage**  
**Media coverage January 2007 to 11/10/07**

<b>Headline</b>	<b>Date of coverage</b>	<b>Media outlet</b>	<b>Amount of coverage</b>
Warwickshire partnership wins national e-Government award	January 2007	Inform (WCC publication)	Quarter page (equivalent)
Public sector bodies scoop awards	25/01/2007	Municipal Journal	Column (36x1)
Award for services	02/02/2007	Why Magazine	Nib (10x4)
Shared Success	7/02/2007	Kenilworth Times	Nib (10x4)
Shared Success	7/02/2007	Leamington Times	Nib (10x4)
Shared Success	7/02/2007	Warwick Times	Nib (10x4)
Best in the country	24/2/2007	Heartland Evening News	Nib (10x4)
We're all in it together (feature on county's One Stop Shops)	20/06/2007	Kenilworth Times	Full page/Centre spread/Front page
We're all in it together (feature on county's One Stop Shops)	20/06/2007	Leamington Times	Full page/Centre spread/Front page
We're all in it together (feature on county's One Stop Shops)	20/06/2007	Warwick Times	Full page/Centre spread/Front page
Senior council managers go 'back to the floor'	27/09/2007	Stratford Herald	Column (36x1)

### Warwickshire Direct - Kenilworth 07/08

	Council Enquiries	JOSS Library Enquiries	Issues	New Members	Footfall	Library Desk Enquiries	JOSS Enquiries Resolved at FPOC
<b>Apr</b>	733	443	13,079	80	11,747	1,684	97.27%
<b>May</b>	750	491	14,954	94	13,198	1,812	97.20%
<b>Jun</b>	682	621	13,764	94	12,685	1,829	97.04%
<b>Jul</b>	983	565	15,362	101	13,849	1,522	97.76%
<b>Aug</b>	861	525	14,954	141	14,727	1,723	97.56%
<b>Sep</b>	1,112	623	o/s	o/s	12,870	1,349	98.20%
<b>Oct</b>							
<b>Nov</b>							
<b>Dec</b>							
<b>Jan</b>							
<b>Feb</b>							
<b>Mar</b>							
<b>Total</b>	<b>5,121</b>	<b>3,268</b>	<b>72,113</b>	<b>510</b>	<b>79,076</b>	<b>9,919</b>	



	Targets	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Calls Offered 2005		13055	11961	15980	16322	16207	15946	14739	14824	15510	15842	15081	12132
Calls Answered 2005		11739	11348	14244	14074	14524	14889	14459	14162	15125	15439	14941	11958
Calls Abandoned 2005		1316	613	1736	2248	1683	1057	280	662	385	403	140	174
Switchboard Calls Offered 2005		58190	55432	60231	58317	56702	54427	55911	44772	59117	52527	52265	38601
Switchboard Calls Answered 2005		55328	48451	57219	55984	55000	52794	54236	43624	57387	51166	50877	37569
Switchboard Calls Abandoned 2005		2862	6981	3012	2333	1702	1633	1675	1148	1730	1361	1388	1032
Calls Offered 2006		14679	13201	15098	13315	15015	18159	17296	18212	17797	18593	16746	12948
Calls Answered 2006		14543	13167	15057	12994	14712	17072	16285	17259	16927	17320	16233	12308
Calls Abandoned 2006		136	34	41	321	303	1087	1011	953	870	1273	513	640
Switchboard Calls Offered 2006		52101	39461	56642	41354	71620	45729	48685	40445	52398	46344	48878	36166
Switchboard Calls Answered 2006		50739	38583	55083	40035	69491	43496	46066	38263	49126	42555	47189	35201
Switchboard Calls Abandoned 2006		1362	878	1559	1319	2129	2233	2619	2182	3272	3789	1689	965
Calls Offered 2007		19116	16212	17803	15497	15953	16315	16896	16778	14790			
Calls Answered 2007		17194	14809	16407	14072	15130	15367	16172	16419	14406			
Calls Abandoned 2007		1922	1403	1396	1425	823	948	724	359	384			
Switchboard Calls Offered 2007		42351	39694	47524	35637	51371	44672	47256	38493	45837			
Switchboard Calls Answered 2007		40781	37586	45428	34465	49233	42878	44974	36948	43528			
Switchboard Calls Abandoned 2007		1570	2108	2096	1172	2138	1794	2282	1545	2309			
% Abandoned 2005	<5%	10.08%	5.12%	10.86%	13.77%	10.38%	6.63%	1.90%	4.47%	2.48%	2.54%	0.93%	1.43%
% Calls Answered in 20 seconds 2005	>90%	74.70%	82.90%	72.80%	66.30%	70.20%	71.60%	84.80%	77.00%	84.20%	85.30%	91.50%	93.20%
% of calls Resolved at Point of Contact 2005	>80%	64.85%	64.10%	67.54%	66.16%	71.65%	71.05%	70.35%	70.07%	70.55%	71.55%	71.97%	75.14%
Switchboard % Abandoned 2005	<5%	4.92%	12.59%	5.00%	4.00%	3.00%	3.00%	3.00%	2.56%	2.93%	2.59%	2.66%	2.67%
% Abandoned 2006	<5%	0.93%	0.26%	0.27%	2.41%	2.02%	5.99%	5.85%	5.20%	4.90%	6.80%	3.10%	4.90%
% Calls Answered in 20 seconds 2006	>90%	96.00%	97.50%	96.50%	92.80%	89.30%	77.50%	73.30%	75.00%	76.00%	70.00%	83.00%	77.60%
% of calls Resolved at Point of Contact 2006	>80%	70.42%	67.44%	66.28%	68.99%	70.20%	73.98%	73.20%	71.31%	72.00%	71.08%	69.22%	71.86%
Switchboard % Abandoned 2006	<5%	2.61%	2.22%	2.75%	3.19%	2.97%	4.88%	5.38%	5.39%	6.24%	8.18%	3.46%	2.67%
% Abandoned 2007	<5%	10.10%	8.70%	7.80%	9.20%	5.20%	5.80%	4.30%	2.10%	2.60%			
% Calls Answered in 20 seconds 2007	>90%	57.50%	63.20%	66.50%	59.60%	74.90%	70.50%	84.70%	91.40%	90.80%			
% of calls Resolved at Point of Contact 2007	>80%	72.78%	72.23%	70.81%	72.49%	74.90%	70.50%	84.70%	91.40%	90.80%			
Switchboard % Abandoned 2007	<5%	3.71%	5.31%	4.41%	3.28%	4.16%	4.02%	4.83%	4.01%	5.04%			