



Report of the Head of Scrutiny and Member Development

Scrutiny Board (Resources and Council Services)

Date: 11th July 2011

Subject: Customer Access Strategy

Electoral Wards Affected: All

Ward Members consulted
(referred to in report)

Specific Implications For:

Equality and Diversity

Community Cohesion

Narrowing the Gap

1 Purpose of this report

1.1 At the last meeting of the Board, Members discussed with the Leader of Council, Councillor Wakefield, issues around customer care. As a follow on to that discussion the Chair has invited the Council's Chief Business Transformation Officer to today's meeting to discuss the Customer Access Strategy.

2 Main Issues

2.1 The Customer Access Strategy 2011-2015, (which is still in draft form), has been developed around improving customer access across the council and, has involved collaboration with directorates and service areas through the Customer Strategy Board. The purpose of the strategy is to ensure that services are designed, managed and delivered to meet customer need and, that services to customers are provided first time and on time.

2.2 It establishes the vision, ethos and values which will form the foundation blocks for how the council will provide its services in an effective, responsive and efficient way. The strategy brings together how we will tailor our services around the customer, by delivering a programme of change focussed on creating a customer-centric culture within the organisation. It also outlines the strategic customer outcomes, corporate key performance standards and a set of fundamental principles, upon which, customer access and customer-focused change will be built.

3. Recommendations

3.1 Members are asked to:

Receive a presentation from the Chief Business Transformation Officer and make comment as appropriate.

Background papers

None used