

Report of Head of Scrutiny and Member Development

Report to Scrutiny Board (Resources and Council Services)

Date: 9th January 2012

Subject: Customer Access Strategy 2011 - 2015

Are specific electoral Wards affected?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If relevant, name(s) of Ward(s):		
Are there implications for equality and diversity and cohesion and integration?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Is the decision eligible for Call-In?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Does the report contain confidential or exempt information?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If relevant, Access to Information Procedure Rule number:		
Appendix number:		

Summary of main issues

1. At the June 2011 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 Board in July 2011 invited the Council's Chief Business Transformation Officer discuss the Customer Access Strategy.
2. In July 2011, the Board heard that the Customer Access Strategy 2011-2015 had been developed around improving customer access across the council and had involved collaboration with directorates and service areas through the Customer Strategy Board. The purpose of the strategy was 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.
3. The Board heard how 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 would be built. It was agreed that the Board would be invited to comment on the draft strategy when available. To this end a copy of the draft strategy is presented as appendix 1 and appropriate officers have been invited to introduce it and respond to questions.

Recommendations

4. Members are asked to receive the Customer Access Strategy 2011 – 2015 and to make comment as appropriate.

Background documents

5. None used