

Corporate Plan Review



Our Plymouth Scrutiny Panel
12th October 2015
Faye Batchellor Hambleton
Peter Honeywell

Key Actions K01 and K02

K01



Key Action:

Speed up the delivery of Customer and Service Transformation Programme service reviews through developing a Council wide Customer and Service delivery blueprint and Customer Access Strategy.

Supports outcome:

The Council provides and enables brilliant services that strive to exceed customer expectations.

What are we doing to improve services delivered by PCC?



Customer Service is changing from being like House of Frazer – multiple franchises – to more like Sainsbury's – where standardisation drives benefits.

From this:



- Inconsistent to the customer
- Expensive and inflexible to the Council
- Little value added by customer services

To this:

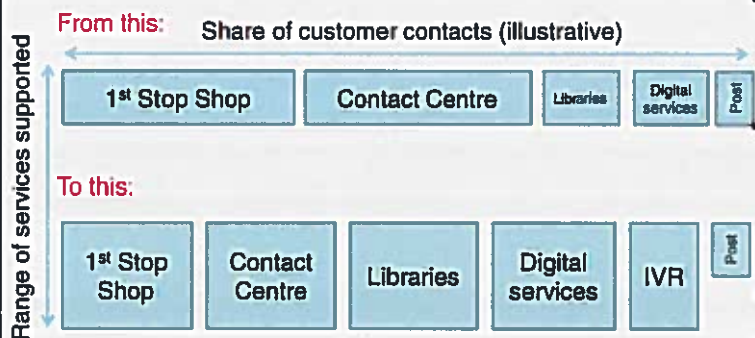


- Customer can see deeper into service delivery
- Consistent service delivery
- Systems and processes can be swapped in and out quickly and cheaply

How does the Customer Strategy improve service to customers?



The Customer Strategy offers customers more choice and control to customers over how, where and when they can access services provided by PCC



- Heavy dependence on expensive channels with limited opening hours
- Little value added by Customer Services

- Extended opening hours
- 24 hour availability of digital services
- Customer Service resolving more contacts

Note: whilst the share will move as illustrated, the volume of contacts is anticipated to rise as services are made more available

Action Plan and Resources



- The changes to Customer Services are being delivered with support from the Customer and Service Transformation Programme (CST)
- Key actions in the CST plan going forward include:
 - Release of first set of digital services on the new Firmstep platform – allowing the My Plymouth app to be decommissioned
 - Completion of Street Services service review
 - Replacement of Dynamics CRM with Firmstep as the corporate CRM system
 - Upgrade of the Revenues and Benefits systems to automate currently manual work
- The programme is structured as follows:
 - CST 01 – Revs and Bens
 - CST 02 – Libraries and Registration Service Review
 - CST 03 – Digital Services
 - CST 05 – Street Services Service Review

Note: CST 04 is a completed project the development of the Customer Strategy and CST blueprint

Milestones



Milestone	Due Date
Additional automation delivered into revenues and benefits	Q 4 FY 15/16
Digital services beta release	Q3 FY 15/16
Customer feedback policy drafted	Q3 FY 15/16
Customer feedback policy approved	Q4 FY 15/16
Street services service review analysis completed	Q3 FY 15/16
Street services service review implementation commenced	Q4 FY 15/16
Digital services CRM replacement functionality delivered	Q1 FY 16/17

K02



Key Action:

Intensify performance improvement on top priorities identified by Plymouth residents.

Supports outcome:

The Council provides and enables brilliant services that strive to exceed customer expectations.

Plymouth Plan - What we want to achieve

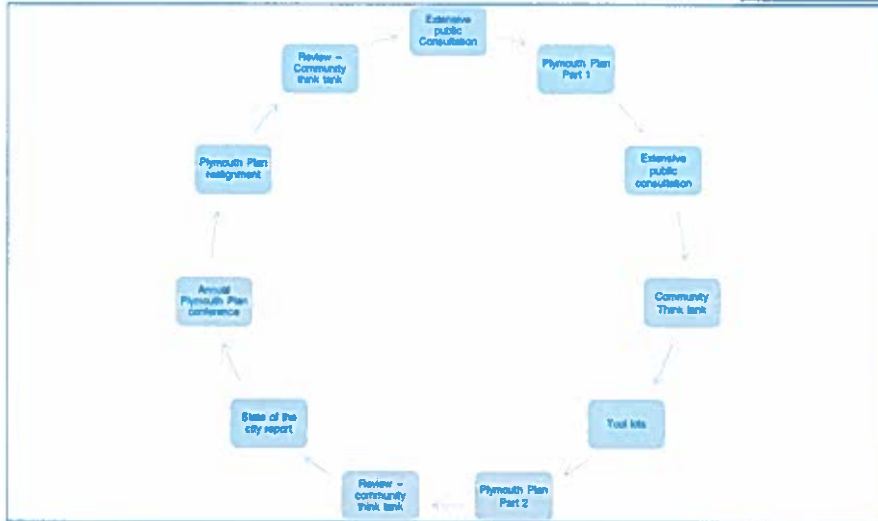


Strategic City	Healthy City	Growing City	International City
A city fulfilling its role as a major economic driver for the heart of the south west	People live in happy, healthy, safe and aspiring communities	A city economy that has transformed and rebalanced, raised productivity and increased opportunities	Plymouth is internationally renowned as Britain's Ocean City and is the UK's premier marine city, famous for its waterfront.

Customer expectations - consultations

- Three major consultation stages have involved more than over 3,000 comments, from over 60 public events and involving over 30 different key strategic partners.
- The journey to creating the plan has involved debates, discussions, topic papers, interactive online discussions, a pop up shop in the city centre and a Plymouth Plan sofa tour moving around the city to encourage people to have relaxed conversations about their aspirations for the future.
- The plan is the result of thousands of conversations with people, communities and businesses and has rightly received national recognition for turning traditional planning on its head and putting people at the heart of the plan.
- The Plan has unprecedented buy-in and commitment that has broken down the barriers between departments, organisations and communities.

Maintaining understanding of priorities for residents



Milestones



Milestone	Due Date
Publish consultation response report	Q 1 FY 15/16
Prepare final Plymouth Plan Part 1 for Full Council	Q2 FY 15/16
Seek Cabinet approval to progress to Full Council	Q2 FY 15/16
Submit to Full Council (21st Sept 2015)	Q2 FY 15/16