

CAMBRIDGE CITY COUNCIL
Record of Executive Decision

Customer Access Strategy

Decision of: Jennifer Liddle, Executive Councillor for Customer Services & Resources

Reference: 05/CS&R /18

Date of decision: 12 July 2005 (recorded on 15 July 2005)

Decision Type: Key Decision

Matter for Decision: The Annual Statement commits the Council to “*Develop a Customer Access Strategy designed to ensure the Council provides an effective co-ordinated and efficient response to all customers who contact it*”. These decisions are the first stage in that process.

Why the decision had to be made (and any alternative options):

There are a number of factors driving the strategy. These can be summarised as:

- Growth in the local population but the Council’s tax base won’t rise in line with this because the growth is outside the City
- More customer demands with same resources means the organisation needs to work smarter
- Rising customer expectation of all service providers
- Efficiency targets
- E government targets – the Council needs to do more work on these
- Risk to Council reputation and Comprehensive Performance Assessment (CPA) score if not moving this agenda forward
- Feedback from customers via Citizens’ Survey suggests the Council is not meeting all their needs with its current arrangements

The overall purpose of the Customer Access Strategy will be to ensure the Council delivers a high quality of service to its customers in the most cost effective and efficient way.

More work is required to identify the right solutions for the Council’s customers and situation. The Executive Councillor is asked to set some strategic objectives to guide this work along with an extensive programme of work.

<p>The Executive Councillor’s decision(s):</p>

<p>the following strategic objectives should be adopted by the Council for its Customer Access Strategy:</p>
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| <ol style="list-style-type: none">1. That the way the Council delivers services encourages and facilitates access from all sections of the community and does not create barriers or adverse equalities impacts2. That when customers come into contact with the Council (either by telephone, on the web or face-to-face at any reception area) at least 80% of their transactions are dealt with at that first point of contact |
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3. That all services that can be are offered over the web and as many customers as possible are encouraged to use this method to self serve
4. That face-to-face contact is encouraged only for those services which are complex or best delivered in person
5. That front and back office systems are organised in a way that allows us to exploit technology to streamline our processes and generate efficiencies

b) To endorse the programme of work to develop the strategy as detailed in the officer report at section 8.1.

Reasons for the decision: See officer report.

Scrutiny consideration: As this is a key decision, Scrutiny Committee members commented on the report before the Executive Councillor made the decision taking into account the Committee's comments. For a summary of the Scrutiny Committee's comments see the minutes of the meeting.

Report: Agenda Item 5 of Customer Services & Resources Scrutiny Committee, 12 July 2005.

Conflicts of interest: No conflicts of interest were declared by the Executive Councillor.

Comments: -

CAMBRIDGE CITY COUNCIL
Record of Executive Decision

Medium Term Strategy

Decision of: Jennifer Liddle, Executive Councillor for Customer Services & Resources

Reference: 05/CS&R /19

Date of decision: 12 July 2005 (recorded on 15 July 2005)

Decision Type: Not a Key Decision

Matter for Decision: The Council's Constitution, Part 4C (Budget and Policy Framework procedure Rules) includes the requirement to issue a Medium Term Strategy (MTS) document.

Why the decision had to be made (and any alternative options):

The MTS sets out the financial context in which the budget for the following year will be made, issues which are or will be facing the Council. It considers policy priorities and an indication of the approach which Executive Councillors are minded to take in respect of preparing budget proposals. The document also outlines proposals for consulting the public and the business community regarding budget matters.

<p>The Executive Councillor's decision(s):</p>

<p>Agreed: To refer to the Leader items for consideration in the construction of the September 2005 Medium Term Strategy; as detailed in Appendices C & D of the officer report.</p>

Reasons for the decision: See above.

Scrutiny consideration: This item was referred to the Committee by the Labour members for scrutiny before the Executive Councillor made the decision.

Report: Agenda Item 7 of Customer Services & Resources Scrutiny Committee, 12 July 2005.

Conflicts of interest: No conflicts of interest were declared by the Executive Councillor.

Comments: -

CAMBRIDGE CITY COUNCIL
Record of Executive Decision

Guildhall – Further Feasibility Work

Decision of: Jennifer Liddle, Executive Councillor for Customer Services & Resources

Reference: 05/CS&R /20

Date of decision: 12 July 2005 (recorded on 15 July 2005)

Decision Type: Not a Key Decision

Matter for Decision: The Guildhall Working Party has met several times and now feels its work is at a stage where it is worth spending more money (up to £25,000) on a full feasibility study into proposals for the ground floor of the Guildhall which appear, from very basic research and calculation, to have potential.

Why the decision had to be made (and any alternative options):

The Annual Statement 2005-06 says the Council will: “following the vacation of the Crown Court, investigate changes to the use of parts of Guildhall with the aim of enhancing its role as a significant civic building in the city centre and improving access to council services”. The following decisions further that commitment.

The Executive Councillor’s decision(s):

Agreed:

- (1) To approve the carrying out of further feasibility work on the proposals for the ground floor of the Guildhall outlined in section 3 of the officer report.
- (2) To seek approval from the Leader and full Council to an additional Capital Plan item of £25,000 for further feasibility work on the Guildhall proposals, funded from the Property Strategy Fund.
- (3) to ask the officers to keep the members of the Guildhall Working Party advised of progress informally as the feasibility work progresses.

Reasons for the decision:

Two key criteria for a scheme apart from the financial ones will be the contribution of any scheme to the vitality of the surrounding area and the minimisation of disruption. The scheme should also enhance customer access to the building and have regard to the emerging customer access strategy. Members also need to be aware that these proposals carry with them an implication that the Tourist Information Centre and Box Office will remain as discrete customer access points (ie will not be merged with other reception points, or incorporated in any “one stop shops”). This is another reason why detailed feasibility work will need to have regard to the customer access strategy, as that develops.

Scrutiny consideration: This item was referred to the Committee by the Labour

members for scrutiny before the Executive Councillor made the decision. For the committee's comments see the minutes of the meeting.

Report: Agenda Item 8 of Customer Services & Resources Scrutiny Committee, 12 July 2005.

Conflicts of interest: No conflicts of interest were declared by the Executive Councillor.

Comments: -