

**Customer Access and Channel Shift – 12 MONTH REVIEW**

**Report by the Service Manager, Marketing and Customer Relations**

**Marketing and Development Portfolio: Councillor Michael Cheshire**

**Key Decision: N/A**

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**1.0 Purpose of Report**

1.1 To present an update to the Panel of progress made following the policy review of 'Customer Access and Channel Shift' carried out in 2012.

**2.0 Recommendations:**

2.1 That the report be noted and that the Scrutiny Panel be requested to build upon work to date.

**3.0 Summary**

3.1 The Scrutiny Panel's brief was to find a new, improved and modern way for our customers to contact us which is beneficial and simpler for them and more cost effective for us.

**4.0 Subject of Report**

4.1 In October 2012 the Scrutiny Panel made recommendations to help the organisation find new improved and modern ways for our customers to contact us which is beneficial and simpler for them and more cost effective for the Council and our residents and businesses.

4.2 With the support of the Scrutiny Panel and the Portfolio Holder, the 20 recommendations made to improve Customer Access and Channel Shift in the report of 3<sup>rd</sup> October 2012 have all been delivered or are on target to be delivered.

4.3 A briefing note on how we are delivering improved Customer Access and Channel Shift can be found at appendix A.

Next steps

4.4 The working group responsible for delivering the Customer Access Strategy and Channel Shift, headed by Debbie Fox, Executive Head of Marketing & Development, and project managed by Dawn Adey Service Manager for Marketing & Customer, will continue to drive results for the business plans

2013/14, and will ensure that adequate provision is made in the 2014/15 business plans for improved customer access and channel shift.

## **5.0 Implications**

### **5.1 Resources:**

There are no specific resources indicated in this paper. Several of the 2013/14 business plans propose changes which require resources to deliver the outcomes. These resources will be requested on a case by case basis.

### **5.2 Legal:**

Legal support will be sought on a case by case basis per work stream.

### **5.3 Strategy:**

The actions and work streams noted in the appendices directly deliver the outcomes of the customer access strategy, and support the corporate strategy by demonstrating public service excellence and financial sustainability.

### **5.4 Risks:**

By delivering the right services to the right customers through the right channels we reduce our risk of running financially unsustainable services. We also reduce our risk of losing reputation by listening to our customers and providing our services through the right channels to meet customer need.

### **5.5 Communications:**

Internal communications are managed through Team Talk, our fortnightly staff briefing. We also brief Councillors using the Councillor newsletter.

The progress made in our business plan objectives is published publically through our Performance health check dashboard.

### **5.6 East Hampshire/Havant**

The learning and knowledge gained in providing improved customer access and channel shift is shared with both organisations. The specific service delivery is designed to meet the individual needs of customer demands.

### **5.7 Links to other projects**

Improved customer access directly links to the Corporate Strategy, the Customer Access Strategy and the Channel Shift Strategy.

### **5.8 For the Community:**

The community benefits from improved access to HBC Services.

**5.9 The Integrated Impact Assessment (IIA) has been completed and concluded the following:**

There was no IIA completed in the preparation of this report. Individual IIA's will be completed as appropriate before progressing with any new business cases.

**6.0 Consultation:**

No consultation has been carried out in the preparation of this update report.

**Appendices:**

Appendix A - A summary of the work streams currently contributing to delivering our Customer Access Strategy and Channel Shift Strategy.

**Background Papers:**

- (1) Report to Scrutiny Board 3 October 2012 – Policy Review: Customer Access and Channel Shift.

Agreed and signed off by:

Legal Services: Jo Barden-Hernandez  
Service Manager Legal & Democratic  
Relevant Executive Head: Debbie Fox  
Portfolio Holder: Cllr Cheshire

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