

1)	Meeting:	Cabinet
2)	Date:	21 September 2011
3)	Title:	RMBC Customer Access Strategy 2011 - 2015
4)	Directorate:	Commissioning, Policy and Performance

5. Summary

This report introduces the refreshed Customer Access Strategy, which has been updated to cover the period 2011 – 2015.

The Strategy is attached for consideration.

6. Recommendations

Cabinet is asked to:

1. Note the Council's current position and the achievements which have been achieved following implementation of the Customer Access Strategy 2008 - 2011
2. Endorse the refreshed Customer Access Strategy, which has been updated to cover the period 2011 - 2015.

7. Proposals and Details

7.1 Background

The Council adopted its first Customer Access Strategy in 2005, and has regularly reviewed and refreshed the document, to ensure the strategy remains current and appropriate.

The latest refresh of the Customer Access Strategy has been developed in line with the Council's refreshed ICT Strategy, to ensure that there is a co-ordinated and strategic approach to delivery.

The refreshed Customer Access Strategy covers the period from 2011 – 2015.

Implementation of the Strategy has been built around four key themes. These are

1 Customer Focus

- listening to our customers, developing services which meet customer needs and getting service delivery right first time.

2 Availability

- developing ways that a customer can easily obtain services

3 Support

- encouraging and supporting customers to use cost effective ways to obtain services

4 Innovation

- working with partner organisations to deliver services in new and innovative ways

The strategy also references the Council's proposed model for customer service delivery which is based around functional groups rather than around individual service lines. This approach was approved by Cabinet in August 2010.

8. Finance

Delivery of significant elements of this strategy will be supported by the refreshed ICT Capital Programme, service delivery budgets, central government grants and other external funding sources.

Individual business cases which demonstrate improved service delivery and reduced costs will be developed to support any financial investments required in delivery of the Customer Access Strategy.




9. Risks and Uncertainties

Delivery of the Customer Access Strategy is a critical element in ensuring the Council transforms its services for the benefit of customers, businesses, members and staff in order to improve the customer experience and deliver customer service excellence.

10. Policy and Performance Agenda Implications

The development of the Customer Access Strategy contributes to the Council's Corporate Plan and its policy and performance agendas. It will deliver key efficiency and value for money improvements.

11. Background Papers and Consultation

-  Customer Access Strategy 2008 – 2011
-  Customer Access Group Members and other key Directorate lead officers
-  Elected Member seminar

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