

Agenda Item 4 ES/014/11

Policy and Scrutiny Scoping Document

Committee	Executive Scrutiny Committee	
Topic	Transformation Programme Scrutiny Review Customer Interface Development	Ref: ES-SCR-003(d)
Objective	<p>1. Andy Fairchild, Director of Customer Service, has given two presentations to the Committee around the new website and how this will improve customer interaction and self service. It was agreed at Andy's last attendance on 26 October that he would be invited to return and provide an update.</p>	
Reasons for undertaking review	<p>The Transformation Programme is the most ambitious programme of savings and change undertaken by the Council, with the potential to radically change the way the Council does its business, and the shape of public services in the County as a whole.</p> <p>The Transformation Programme has been undertaken by the Council in response to rising customer expectations against a backdrop of financial challenge. The Programme has two main areas of focus; for the Council to become more customer focused, and to drive out efficiency savings of at least £300 million by 2012/13.</p> <p>Due to the cross-cutting nature of the Transformation Programme, and the potential radical changes that are proposed, the Committee identified a number of areas that they wished to explore in further detail.</p>	

Method <ul style="list-style-type: none"> • <i>Initial briefing to define scope</i> • <i>Task & Finish Group</i> • <i>Commission</i> • <i>Full Committee</i> 	Full Committee
Membership <i>Only complete if Task and Finish Group or Commission</i>	N/A
Issues to be addressed	<u>Customer Interface Development</u> <ol style="list-style-type: none"> 1. An update on the promotional tools used to raise the profile of the new website 2. Statistical results from surveys that measure user satisfaction 3. Details of the self-service facilities available and the take up rate 4. The effect of the new website on call volume at the Contact Essex Centre
Sources of Evidence and witnesses	Director for Customer Service Cabinet Member
Work Programme	An initial scoping document was agreed at 30 November meeting Andy Fairchild, Director for Customer Service has attended the following meetings: 29 June 2010, 26 October 2010 and 22 March 2011
Indicators of Success	
Meeting the CfPS Objectives <ul style="list-style-type: none"> • <i>Critical Friend Challenge to Executive</i> • <i>Reflect Public voice and concerns</i> 	<p>The Committee will be fulfilling its role as a Champion in the Council's Scrutiny Process.</p> <p>Action taken by the Committee to monitor the performance of the Transformation Programme will reflect upon both current service delivery and future improvements.</p> <p>The Committee will carry out its role as a critical friend to the Executive.</p>

<ul style="list-style-type: none"> • Own the scrutiny process • Impact on service delivery 			
Diversity and Equality <i>Diversity and Equality issues are to be considered and addressed.</i>	<p>The Transformation Programme will impact on the public, staff, Members and partners.</p> <p>What equality impact studies have been undertaken?</p>		
Date agreed by the Committees	30 November 2010		
Future Action			
Governance Officer	Hannah Cleary		
Service Lead Officer(s)	Andy Fairchild, Director for Customer Service		