

Members' Library Service Request Form

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| Originator | Caroline Rodgers |
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| Document Title | Customer Strategy 2023-2028: Consultation Findings and Action Plan |

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Additional information:

This is background to the report on the Customer Strategy 2023-2028, presented to Cabinet on 14th November 2023

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| Authorised By | Sharon Saunders |
| Designation | Head of Communities |
| Date | 24/10/23 |

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REPORT TO: Members' Library Service

MEETING DATE:

BY: Executive Director for Place

SUBJECT: Customer Strategy 2023-2028: Consultation Findings and Action Plan

1 PURPOSE

- 1.1 To share with Members the findings from the consultation on the draft Customer Strategy 2023-2028.
- 1.2 To share with Members the operational Action Plan that will be used to monitor the delivery of the Customer Strategy 2023-2028.

2 RECOMMENDATIONS

- 2.1 Members are asked to note the consultation findings and the Action Plan.

3 BACKGROUND

- 3.1 The Customer Strategy 2023-2028 is being presented to Cabinet for approval on 14 November 2023.

Consultation Findings

- 3.2 The final Strategy was informed by a consultation which ran from 18 September 2023 to 15 October 2023.
- 3.3 The consultation was available via the online Consultation Hub, paper copies were available in libraries and area offices and a number of groups were contacted directly for feedback. A list of the groups contacted can be found in Appendix 1. The survey was widely publicised on social media, the website and by posters in public buildings.

- 3.4 While the number of consultation responses was relatively low at 53, a number of responses were the collated views of different groups. In total there were 189 comments made on the Strategy.
- 3.5 Between 72% and 80% of respondents agreed with the vision and principles set out in the Strategy and felt that they created a platform for change.
- 3.6 Comments were grouped by theme, with the top three themes covering:
- Delivery of the Strategy
 - Digital
 - Quality of Service Delivery
- 3.7 These three themes, along with comments on the consultation process and comments highlighting the importance of accessibility and inclusion made up almost 70% of all comments.
- 3.8 The top three comments overall related to ensuring the Strategy was delivered through an action plan with timescales and measures; ensuring digital exclusion was considered when taking decisions around the Strategy, and that the customer experience of contacting the Council now could be improved upon.
- 3.9 More details of the findings can be found in Appendix 2.

Action Plan

- 3.10 An operational Action Plan was developed at the same time as the Strategy. The Action Plan includes action owners, due dates and outcome measures, and will be monitored by the Service Manager – Customer Services with progress being reported annually to the Council Management Team. A copy of the Action Plan is included in Appendix 3.

4 POLICY IMPLICATIONS

- 4.1 There are no policy implications related to this report.

5 INTEGRATED IMPACT ASSESSMENT

- 5.1 The subject of this report does not affect the wellbeing of the community or have a significant impact on equality, the environment or economy.

6 RESOURCE IMPLICATIONS

- 6.1 Financial - None

6.2 Personnel - None

6.3 Other - None

7 BACKGROUND PAPERS

7.1 Customer Strategy 2023 – 2028

| | |
|----------------------|-------------------------------------|
| AUTHOR'S NAME | Caroline Rodgers |
| DESIGNATION | Service Manager – Customer Services |
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| DATE | 20 October 2023 |

Appendix 1: Groups Contacted for Feedback on the Customer Strategy

These are the groups who were contacted in addition to the general communications and publicity on the consultation.

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| Elected Members (asked to share with residents) | Conversation Cafes |
| Area Partnerships | Justice Social Work groups |
| Community Councils | Volunteer Centre East Lothian |
| Carers of East Lothian | Parent Councils |
| East Lothian Tenants & Residents Panel | Champs Board |
| School Librarians | A Young Persons Focus Group in Tranent Library |

Appendix 2: Summarised Consultation Findings on Customer Strategy 2023-2028

Chart 1: % of responses that agreed with the vision and principles.

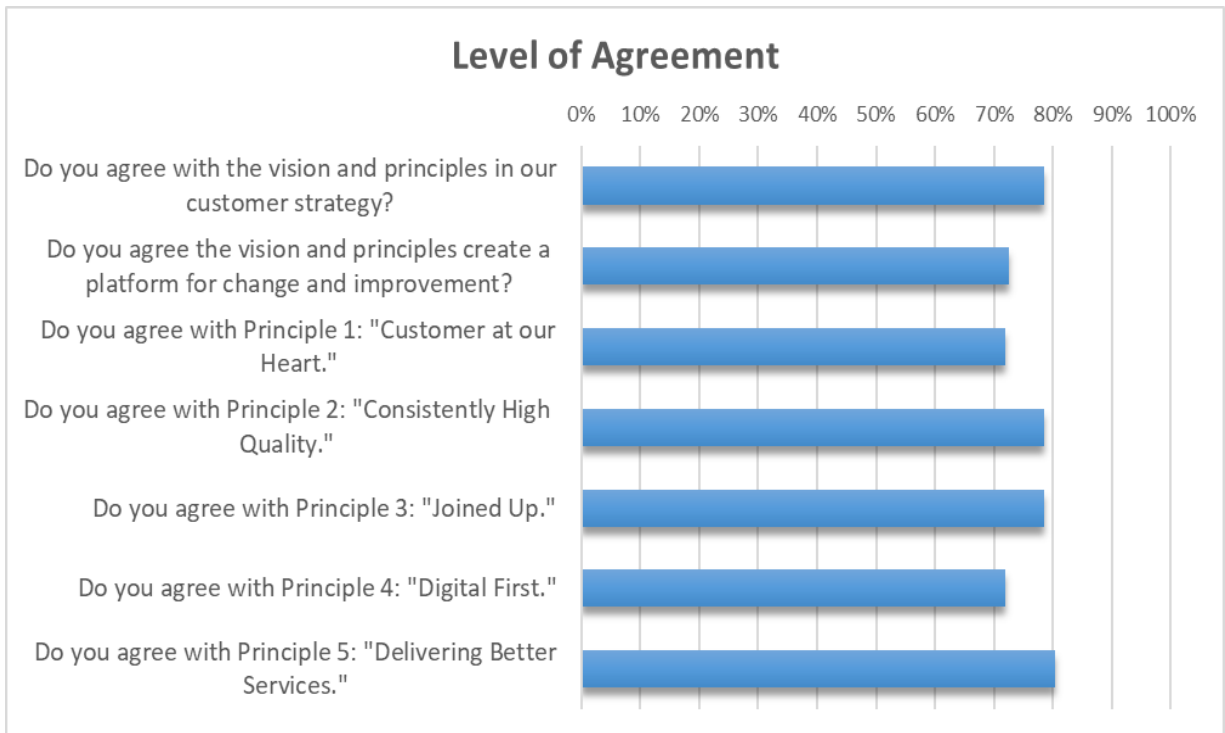
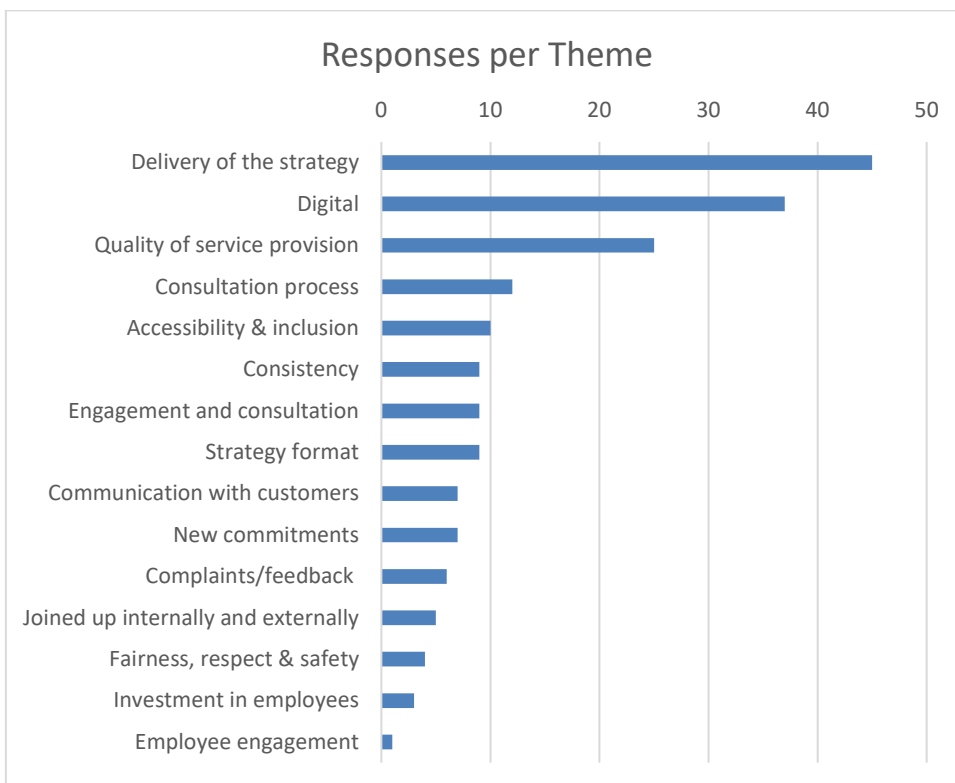


Chart 2: Frequency of Comments by Theme



Appendix 3: Customer Strategy Action Plan

East Lothian Council Customer Strategy 2023 - 2028 Action Plan

| | Action | Owner | Due Date | Outcome Measures |
|----------------------------------|--|------------------------------------|----------|---|
| Customer at the Heart | | | | |
| 01 | We will review our processes for collecting informal feedback by benchmarking with other councils. | Customer Feedback | End 2025 | Increased levels of feedback |
| 02 | We will develop additional quick and easy ways to gather your views and act on them. | Customer Feedback | End 2025 | Increased levels of feedback |
| 03 | All of our services will have a simple online way for you to contact us with your enquiries | Customer Services & IT | Mid 2024 | Increased levels of online contact for services |
| 04 | We will develop a process to keep customers updated if we can't deal with their enquiry immediately. | Customer Services | End 2024 | Reduction in chaser contacts to Customer Services |
| 05 | We will ensure our front-line staff know how to put in place language support and/or meet access requirements. | Customer Services & Equalities | Mid 2024 | Increased use of these resources |
| 06 | We will use a variety of methods to advertise all the ways our customers can contact us. | Customer Services & Communications | Mid 2024 | Increased visibility of ways to contact the Council |
| 07 | We will develop robust ways to involve our customers in designing services. | Transformation | Mid 2024 | Increasing number of processes co-designed with customers |
| Consistently High Quality | | | | |
| 08 | We will review our training programme for Customer Services and all other relevant | Customer Services | End 2024 | Increase in positive feedback from customers |

| | Action | Owner | Due Date | Outcome Measures |
|----------------------|--|------------------------------------|-----------------|---|
| | staff, to ensure we provide the best possible customer experience. | | | |
| 09 | We will implement consistent approaches for how we communicate with our customers. | Customer Services | Mid 2024 | Increased use of standard approach to customer contact |
| 10 | We will develop a process to make you aware of likely response times from services where we can't deal with your enquiry immediately. | Customer Services | End 2024 | Reduction in chaser contacts to Customer Services |
| Joined Up | | | | |
| 11 | We will review our website to make it easier to know how to contact services. | Customer Services | End 2024 | Increased use of the website for contacting services |
| 12 | We will implement an appointment system for face to face meetings. | Customer Services & IT | Mid 2025 | Availability and uptake of face to face appointments |
| 13 | We will make it possible for our staff to meet with you either in person or by video call in different locations, for example by providing accessible meeting rooms, private spaces and hot desks. | IT Service & Assets Team | End 2025 | Availability and uptake of face to face appointments Availability and uptake of video call appointments |
| Digital First | | | | |
| 14 | We will introduce live chat as a new way to communicate with us. | Customer Services & IT | Mid 2024 | Availability and uptake of live chat |
| 15 | We will review our approach to social media as a way to contact us. | Customer Services & Communications | End 2024 | Availability and use of social media as an interactive communication tool |
| 16 | We will have a plan and support in place for service teams switching to online/new ways of working. | IT Service & Transformation | Early 2024 | Increase in number of online services offered Increase in number of services with online included in their service plans |

| | Action | Owner | Due Date | Outcome Measures |
|-----------------------------------|--|------------------------|-----------------|---|
| 17 | We will make it easier to find what you need on our website. | Customer Services | Early 2026 | Increased use of website to access services |
| 18 | We will continue to improve the accessibility of our website. | Customer Services | Early 2026 | Increased use of website to access services |
| 19 | We will have equipment and trained staff in our public buildings to support you to go online. | Customer Services & IT | End 2024 | Availability and uptake of resources to go online |
| Delivering Better Services | | | | |
| 20 | We will involve all relevant services in mapping and improving our end to end processes. | Transformation | Mid 2024 | Increasing number of end to end processes mapped with all relevant services |
| 21 | We will review and increase the number of services that can be provided at the first point of contact, benchmarking and sharing good practice with other councils. | Transformation | Mid 2026 | Increased number of services offering one-stop resolution |
| 22 | Services will build process improvement into their service plans to ensure they remain responsive to changing needs. | All Services | Mid 2026 | Increased number of service plans featuring process improvements |
| 23 | We will make better use of customer feedback to share good practice and improve our services and processes. | Customer Feedback | End 2025 | Evidence of service improvements directly related to customer feedback |
| 24 | We will make better use of our statistical data to understand how and why customers contact us. | All Services | End 2026 | Evidence of improved analytics on customer contacts leading to service improvements |