



<b>Subject:</b>	<b>Customer Focus</b>
<b>Date:</b>	16th Feb 2018
<b>Reporting Officers:</b>	Suzanne Wylie, Chief Executive Ronan Cregan, Deputy Chief Executive, Director of Finance and Resources Nigel Grimshaw, Director of City and Neighbourhood Services
<b>Contact Officer:</b>	Ronan Cregan, Deputy Chief Executive, Director of Finance and Resources

<b>Restricted Reports</b>	
<b>Is this report restricted?</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<b>If Yes, when will the report become unrestricted?</b>	
<b>After Committee Decision</b>	<input type="checkbox"/>
<b>After Council Decision</b>	<input type="checkbox"/>
<b>Sometime in the future</b>	<input type="checkbox"/>
<b>Never</b>	<input type="checkbox"/>

<b>Call-in</b>	
<b>Is the decision eligible for Call-in?</b>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

<b>1.0</b>	<b>Purpose of Report or Summary of main Issues</b>
1.1	The Strategic Policy and Resources Committee, at its meeting on 24th November 2017, agreed the recommendations contained in the outline business case for an enhanced and innovative approach to customer focus in the council.
1.2	The purpose of this report is to outline a proposed way forward to progress the implementation phase of the OBC recommendations.

**2.0 Recommendations**

The Committee is requested to agree:

- that a Programme Director post be created to oversee the implementation of the customer focus programme.
- that the Programme Director, once appointed, be tasked with leading the development of a comprehensive Customer Focus Improvement Programme in line with the recommendations contained in the OBC.

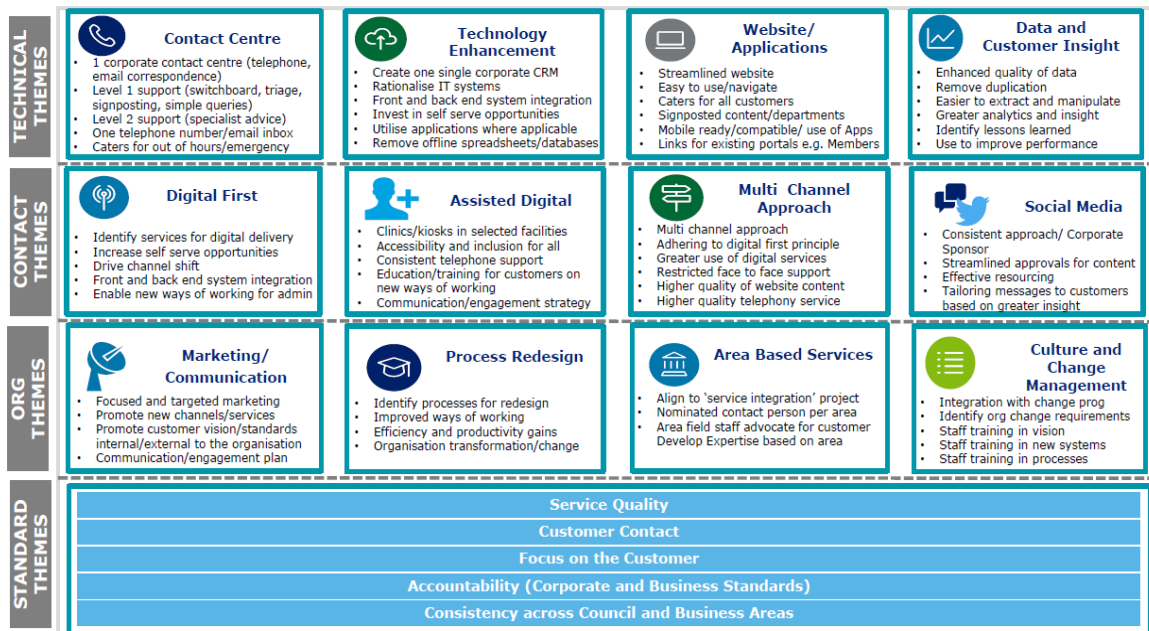
**3.0 Main Report**

3.1 Figure 1 below outlines the four main themes of the customer focus blueprint. From this, it can be seen that this work constitutes a major programme of work which will require careful planning and significant resources to deliver. For this reason, the Council has agreed to adopt a three phase approach starting with mobilisation, then discovery and ending with design and implementation.

*Figure 1: Overview of Blueprint for Customer Focus*

**Overview of the Blueprint for customer focus**

This section contains the 'blueprint' for the future corporate approach to customer focus for the Council. The 'blueprint' builds on the analysis completed in the earlier sections of the report and represents the preferred way forward from the Options Analysis. The 'blueprint' contains four main themes including Technical, Contact, Organisation and Standards with a series of principles denoted within each. The implementation plan and considerations for implementation will be discussed in the subsequent sections.



3.2	<p>The key element of the mobilisation phase is to assign the appropriate leadership roles for the project. The Chief Executive will have overall responsibility but has assigned the Senior Responsible Officer role to the Deputy Chief Executive. The complexity and scale of the programme, however, means a full time dedicated leadership resource in the form of a programme director for a minimum of three years will be required. This role, if agreed, will be funded through the customer focus specified reserve established as part of the half year finance report. It is important that this leadership role is in place before the discovery phase starts. This phase will produce a comprehensive set of tools and deliverables, along with a thorough understanding of the proposed solutions, which will assist the project in design and delivery.</p>
3.3	<p>It is anticipated that the discovery phase will take 10-12 weeks to complete. A further report will be brought back to Committee on its completion.</p>
	<p><u>Financial and Resource Implications</u></p>
3.4	<p>The Strategic Policy and Resources Committee agreed at its meeting in November that a reallocation of £500k as part of the Quarter 2 finance report be set aside to cover the costs associated with the implementation of this Customer Focus project. The cost of the Programme Director will be covered as part of this reallocation.</p>
3.5	<p>Further information will be brought back to committee on the additional resources that will be required to support the rollout of the Implementation Plan but again it is anticipated that any costs associated with this can be accommodated from the £500k previously agreed.</p>
	<p><u>Equality and Good Relations Implications</u></p>
3.6	<p>N/A</p>
<b>4.0</b>	<b>Document Attached</b>
	S P & R Report - November 2017