



BURNLEY BOROUGH COUNCIL REPORT TO THE FULL COUNCIL

PORTFOLIO: **CUSTOMER ACCESS & COMMUNITY
ENGAGEMENT**

EXECUTIVE MEMBER: **COUNCILLOR JEFF SUMNER**

DATE OF REPORT: **9th JULY 2008**

1. Progress on Strategic Objectives

L3: Social & Community cohesion, engagement & communication are at the heart of the council's Plans	
Action	Progress
L3a: Continue to build community cohesion & achieve more effective engagement and communication...	There is a review of priorities taking place through the Burnley Action Partnership Social and Community Cohesion group (Stronger). Once completed, I will include a summary in my report to Council.
L3c: Implement the GHSS Action Plan	The General Household Survey action plan is the main strand of work we are progressing to improve resident perception of Council services and performance levels. It is based upon listening and responding to resident concerns. For example, the Council Tax leaflet has been refreshed to provide residents with more information about Council priorities, how we spend taxes raised and how we perform, and this was informed by our work with resident focus groups. Plans are also in place to deliver further key messages and information through more targeted local publications.

B3: Improved Services	
Action	Progress
B3a: Continue to develop Contact Burnley & implement alternative methods of service delivery using CB	Currently working on the Customer Access Strategy, a 3 year plan which will focus this year on the further integration of services into Contact Burnley and will explore in future years Customer Self Serve via our web site and Shared Services. First draft to be available by September. However, in the meantime, some quick wins have already been identified, such as Mechanics bookings, Warmfront grants and Fire risk referrals. We are also intending to go live with Greenspace playgrounds processes through the CRM (Customer Relationship Management System) called Front Office by the beginning of July 08
B3c: Use the Engagement Strategy to gather & use customer intelligence to change & improve services	Three recent surveys have confirmed that the Council is focusing on the right priorities and is taking the appropriate actions. · Citizens' Panel · Neighbourhood Management · Living in Lancashire. Each survey provides clear confirmation that residents' main priorities for improving the borough are cleaner streets, reducing anti social behaviour and provision of more activities for young people. Improving services are a key driver in increasing resident satisfaction levels. Our actions last year have delivered our best level of performance in 5 years. Plans are in place to do more and also address residents' priorities. In further responding to outputs from these surveys Heads of Service have built actions into service plans to support improved outcomes. Survey information is being shared with Burnley Action Partnership so a similar approach can be taken. A meaningful indication of progress on improved resident satisfaction will come through the results of the Places Survey due in October this year.
B3d: Implement and evaluate the revised Complaints Procedure	The build of the complaints process in our Customer Relationship Management System (CRM) is almost complete. We have identified Green Spaces as the pilot service for testing the process and will be looking to start training at the beginning of July with a view to commence the pilot by the end of that month. We will review the pilot following a one month trial. Work will start shortly in developing the literature to support the new complaints process and will be used in the pilot.