



Council Plan Progress Update

**Customer Experience
& Accessibility**

June 2024

Lead Member Introduction



It is important that where our customers need to contact us that they can do so easily and with a good customer experience.

This update is the first against the Customer Experience and Accessibility theme for the 2024 – 2028 Council Plan with good progress being made across the actions in the plan.

Some of the key highlights during this period include:-

- Refreshing our 'Council Tax' who does what leaflet
- Booking attendance at a number of events in the Borough to talk to our residents
- Continued to support resident arriving at our reception with on average 10-16 customer per week (but no real increase in the numbers of customers accessing services in this way.
- Agreed enhanced complaints reporting to provide greater clarity to Members on our customer complaints handling

Cllr Jeff Moody

Lead Customer Experience and Accessibility

1	Complete
12	Activities on track and within budget
	Activities slightly off track but with a plan in place to bring back on track
	Activities off track with no clear or agreed remediation plan
	Activities not yet due to start



Customer Experience and
Accessibility Progress Update June 2024

Primary Aim 1 – To communicate the Councils work and how it benefits the community

Overall Status

Action Ref CE1.1 – Proactively and continuously improve the Council communication channels

Deliverable	Highlights	Key Risks / Issues	Next 6 months	Status Rating
Refresh the ‘Who Does What’ Council tax leaflet so that our residents know who to go to in order to get things done.	The leaflet has been updated and copies provided to Councillors who have requested them. A printed batch is available in West Devon for the Community Development Team to take to events as required.	Cost of printing vs benefit – default will be to encourage online	Have the leaflets available at key events	Complete
Develop a clear commitment to our customers setting out what they can expect and what we expect of them in working with the Council.	Simple customer charter developed last year for discussion	By being broad and all encompassing it risks being too general to be useful for customers	Get feedback on customer charter and publicise online	On Track

Action Ref CE1.2 – Continue to enhance our online communications

Deliverable	Highlights	Key Risks / Issues	Next 6 months	Status Rating
Monitor satisfaction of online processes and webpages and make improvements where required	Around 20% of all processes submitted leave feedback and satisfaction is high and increasing over time. Updates to processes happen swiftly when feedback offers useful ideas.	None	Rollout of end-of-process surveys to assess delivery and not just access	On Track
Improve clarity on our website so customers know when they need to contact someone else	Page built to describe Borough and County responsibilities. General Enquiry forms direct to County Council or other agencies where necessary. Auto-assistant on the phone directs to County Council automatically with no officer involvement.		Keep reacting to feedback received	On Track

Progress Update June 2024



Primary Aim 1 – To communicate the Councils work and how it benefits the community (Continued)

Action Ref CE1.3 – Develop other (offline) communication channels

Deliverable	Highlights	Key Risks / Issues	Next 6 months	Status Rating
Improve signage at Kilworthy Park reception area	Sign at front door of KP completed and fixed to the wall. Main doors cleared of unnecessary posters. A plan has been mapped out on where signage should change and how.		Complete signage review and refresh across the entire KP site	On Track
Measure the effectiveness of our outreach programmes – monitoring levels of engagement	We now have an agreed programme of outreach for the summer and will implement a system to capture levels of engagement and key themes arising.		Monitor success of outreach programme	On Track
Consider plans for highlighting how residents can access Council services to those not online	Our customer contact centre continues to support residents who are not online and the reception desk is open one day per week. On average we are seeing 10-16 customers in person each week and no change in demand.		Re-assess home visit process and usage	On track

Action Ref CE1.4 – Review the effectiveness of consultations

Deliverable	Highlights	Key Risks / Issues	Next 6 months	Status Rating
Ensure our consultation platform is user friendly with good response rates	Our commonplace platform has been running for over 9 months now and we will soon need to consider if we wish to continue with the platform.		Consideration of options for consultation platform	On Track
Include a summary of consultations within our Annual Report	A draft annual report is due for consideration by Hub at their meeting in July 2024 and will include an overview of consultation activity during the year		Annual report to be completed	On Track



Primary Aim 1 – To communicate the Councils work and how it benefits the community (Continued)

Action Ref CE1.5 – Planned programme of community event attendance to promote the work of the Council				
Deliverable	Highlights	Key Risks / Issues	Next 6 months	Status Rating
A planned programme of event attendance	<p>A planned programme of events is in place including:-</p> <ul style="list-style-type: none"> 6th July – Tavistock Pride 18th July – Chagford Wellbeing event arranged by WD CVS 8th August - Okehampton Show 15th August - Chagford Show <p>The Community Development team and other key officers will be in attendance to support the event</p>		Attendance at events	On Track
Overall Status				

Primary Aim 2 – To strive for and achieve a high level of customer satisfaction

Action Ref CE2.1 Customer Satisfaction Survey				
Deliverable	Highlights	Key Risks / Issues	Next 6 months	Status Rating
To carry out an annual customer satisfaction survey with the Institute of Customer Service	Planned for the second half of the year. Will be used to triangulate data from Web and Phone contact satisfaction surveys and after process surveys, to cover all aspects of the customer journey.	Economic or wider issues affecting customer sentiment (nationwide scores vary in sync with prosperity)	Plan, communicate and run satisfaction survey and run matching internal customer service survey	On Track



Primary Aim 2 – To strive for and achieve a high level of customer satisfaction

Action Ref CE2.2 Digital Accessibility – Continue to monitor online uptake and improve functionality of online services

Deliverable	Highlights	Key Risks / Issues	Next 6 months	Status Rating
Enhance our KPI's to include a measure of satisfaction with online processes	This has been considered alongside a refresh of our KPI's. Enhanced reporting will be included in the KPI's report to Overview and Scrutiny In June 2024		Launch enhanced suite of KPI's	On Track

Action Ref CE2.3 Respond to complaints in a timely manner, and implement learning from complaints

Deliverable	Highlights	Key Risks / Issues	Next 6 months	Status Rating
Refresh our KPI's to report on complaint performance.	This has been considered alongside a refresh of our KPI's. Enhanced reporting will be included in the KPI's report to Overview and Scrutiny In June 2024		Launch enhanced suite of KPI's	On Track

