

2012/13 Customer Services Parking

Action Plan					Connections	
Action Code	ACTION	Description (Target, Outcome, Critical Success Factors and Environmental Impacts)	Due Date	Lead Officer	If the action impacts on another service in terms of support/input, please specify below:	Resources
<i>Prosperity</i>						
<b>By 2013 - Sustain customer satisfaction with the council, as a result of improved customer services and website access.</b>						
12-	To establish a section for easy access to information on the Council's website	<p><b>Target:</b> To satisfy 20% of Freedom of information requests through website content and implementation of new web based Freedom of Information management system.</p> <p><b>Outcome:</b> A self-service tool to allow customers to access or request information about the Council in a customer friendly way. Reduced administration time in managing information requests. Maintenance of information response times in the face of increased demand (30% year on year).</p> <p><b>Critical Success Factors:</b> Web team resource to establish framework for Council Information, support from all service managers.</p> <p><b>Environmental Impacts:</b> Positive, reduction in paper processes to promote electronic access to information.</p>	31 March 2013	Head of Parking and Customer Services	Will impact all managers, will need to have arrangements to publish key information of interest on the website section when created.	Within existing resources - Web Team, Customer Service Improvement Officer, Information Manager.
12-	To deliver a new website presentation, following delivery of the website development server by IT	<p><b>Target:</b> To deliver even greater satisfaction with the navigation Council's website as recorded by GovMetric and associated customer comments.</p> <p><b>Outcome:</b> Delivery of a new front page to the website that is easier to navigate with simplified information clusters, based on customer demand and use statistics.</p> <p><b>Critical Success Factors:</b> Web team resources to develop the changes. IT network resources to deliver and maintain the website development server.</p> <p><b>Environmental Impacts:</b> Positive, reduction in paper processes to promote electronic access to information and self-service by customers.</p>	01 August 2012	Head of Parking and Customer Services	Will impact all services by delivering a simplified and customer based design for accessing those services most likely to be taken up on-line.	Within existing resources, completely dependent upon IT networking resources to deliver and maintain the website development server.

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<b>By 2013 - Answer 80 per cent of enquiries from the public at the first point of contact, which ever way they choose to contact us, with the same high-level of knowledge and expertise.</b>						
12-	To implement and roll out the new Information Management system for effective and efficient management of FOI requests.	<p><b>Target:</b> To deliver at least 85% FOI Requests within 20 days</p> <p><b>Outcome:</b> More accessible FOI process within the Council with automated reminders about outstanding information and transparency about response times across the Council. New Electronic process for the logging and case management of FOI cases. Implementation of new web based system for managing Freedom of Information requests.</p> <p><b>Critical Success Factors:</b> Sufficient capacity within the web team, Customer Service Improvement Officer and Information Manager to implement the system.</p> <p><b>Environmental Impacts:</b> Positive, reduction in paper processes to promote electronic access to information.</p>	31 March 2013	Head of Parking and Customer Services	Will impact all officers in the timely management of Information requests through any new processes developed.	Within existing resources - Head of Parking and Customer Services, Information Manager and Web Team.
12-	Delivery of Council Wide Data Protection Awareness Campaign	<p><b>Target:</b> To deliver 100% coverage of all staff in Data protection Awareness.</p> <p><b>Outcome:</b> All staff will be fully conversant and able to apply the requirements of the data protection Act in safeguarding customer data. All staff will have completed mandatory computer based training and required pass level in associated test. Enhanced Data protection information to support staff via the intranet.</p> <p><b>Critical Success Factors:</b> Sufficient capacity within the web team, Information Manager and Customer Service Manager. Head of Service Support. Director Support. HR support for training and testing tool. Communications team support for campaign management..</p> <p><b>Environmental Impacts:</b> Focus on electronic learning and evaluation.</p>	01 June 2013	Head of Parking and Customer Services	Will impact all officers in training time, an assessed evaluation and subsequent application within services of data protection principles.	Additional corporate resources to be drawn from Communications Corporate priorities fund and Corporate training fund.
12-	To draft the Council's Service Delivery Strategy which is consistent with current technical opportunities and financial constraints	<p><b>Target:</b> A draft Service Strategy to be produced by March 2013</p> <p><b>Outcome:</b> Focus on cost efficient service delivery and promoting a cost effective service design for the taxpayer whilst maintaining access for the needs of different customer groups.</p> <p><b>Critical Success Factors:</b> That further additional work arising from Data Protection, Freedom of Information or Business Process Improvement does not increase.</p> <p><b>Environmental Impacts:</b> The strategy will address environmental impacts by designing services to be delivered through self-service and reduced reliance on travel to access services face to face or paper to apply for services in a traditional manner. the strategy will take account of shifting customers to more environmentally friendly ways of accessing services.</p>	31 March 2013	Head of Parking and Customer Services	Will influence service design approach for all services, full consultation in development of approach required.	Within existing resources - Head of Parking and Customer Services, Customer Service Manager
12-	Implementation of a voice recognition telephony system	<p><b>Target:</b> Implementation of voice recognition self-service telephony system for switchboard and parking services by June 2013</p> <p><b>Outcome:</b> 90% success rate on automated calls, reduced revenue costs of operation, redeployment of staffing resources to handle customer enquiries instead of switchboard, peak period resilience through automated overflows.</p> <p><b>Critical Success Factors:</b> It support on telephony changes required.</p> <p><b>Environmental Impacts:</b> Improved success of self-service system will decrease use of resources in multiple contacts for one call.</p>	31 June 2013	Head of Parking and Customer Services	Will be a platform for further voice recognition self-service transactions.	Within existing resources - existing expenditure and corporate capital provision in 2012/13 and 2013/14. Improvement Officer, Customer Service Manager, IT Network Teams.

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<b>By 2013 - Increase the percentage of residents who agree that the council provides value for money.</b>						
12-	Implementation of the Parking Management and Enforcement Contract	<p><b>Target:</b> Implementation of new services and successful operation of the new Parking Enforcement contract in its first year .</p> <p><b>Outcome:</b> Effective management of new model contract for parking management and enforcement services. Enhanced technology to develop more efficient and effective services for our customers, particularly: self-service (on-line evidence viewer), signs and lines audit, self-service permit renewals, virtual parking permits, a mobile enforcement vehicle, a paperless parking challenge and appeals process.</p> <p><b>Critical Success Factors:</b> On-going commitment of partnership authorities, good quality contract monitoring, Councillor support for proposed service developments.</p> <p><b>Environmental Impacts:</b> These will be detailed within the contract to promote use of low carbon vehicles. Positive use of technology to reduce manual process, paper printing and postage with electronic documents and self-service solutions.</p>	31 March 2013	Head of Parking and Customer Services	None	Contract has delivered £230,000 annual saving, service projects support by members will have associated approved funding.
<b>Place</b>						
<b>By 2013 - Develop a practicable and pragmatic Transport Strategy and action plan which delivers integrated and value for money policies in respect to car parking, walking, cycling routes and vital bus routes.</b>						
12-	To deliver the parking schemes associated with the 'Grange Paddocks' area	<p><b>Target:</b> Delivery of Grange Paddocks project by March 2014</p> <p><b>Outcome:</b> Shift of long stay parking to outskirts of Bishop's Stortford. Establishment of user paying car park at Grange Paddocks with enhanced facilities promoting walking into town, safeguarding the parking needs of residents in the area.</p> <p><b>Critical Success Factors:</b> Continued political support for the endorsed scheme, support of residents for forthcoming Traffic Regulation Order.</p> <p><b>Environmental Impacts:</b> Positive encouraging long stay car parking on outskirts of town to reduce congestion and pollution.</p>	31 March 2014	Head of Parking and Customer Services	Impact on property team in getting works required completed, minimal impact on Committee service in respect of reporting Traffic regulation Orders. Impact on Leisure services through amenities offered at grange Paddocks and use by site clients.	Within existing budgets approved in the Medium Term Financial Plan (2010/11)
12-	To deliver Transportation and Parking Strategy	<p><b>Target:</b> The Council adopts a Parking and Transportation Strategy by June 2012</p> <p><b>Outcome:</b> A clear statement of Council policy regarding our key towns and district regarding the actions the Council can take and influence to address the local issues, ambitions and local outcomes for the district.</p> <p><b>Critical Success Factors:</b> On-going engagement with Town and Parish Councils</p> <p><b>Environmental Impacts:</b> The strategy will reflect and be informed by the Environmental concerns associated with transportation and parking management within the district.</p>	30 June 2012	Head of Parking and Customer Services	Future strategies identified may lead to projects for implementation involving property services. It is a highly political topic and the Communications Team may be impacted in the publications of the strategy.	Within existing budgets - Parking Manager