

Parking and Customer Services Plan 2011/12

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

Strap line: Fit for purpose, services fit for you
Corporate Priority: Deliver good quality customer focused services by maintaining and developing a well managed and publicly accountable organisation

By 2013 - Sustain customer satisfaction with the council, as a result of improved customer services and website access.

11-CSP1	To establish an open web based framework for access to Council Information	<p>Target: To satisfy 20% of Freedom of information requests through website content</p> <p>Outcome: A self-service tool to allow customers to access 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>Critical Success Factors: Web team resource to establish framework for council Information, IT resource to tie systems together appropriately. Use of resource to post information by services. Support from all service managers.</p> <p>Environmental Impacts: Positive, reduction in paper processes to promote electronic access to information.</p>	31 March 2012	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
11-CSP2	To complete web section redesign/restructure for key services based on analysis of web monitoring information	<p>Target: To implement web page restructure for Planning (Building and Development Control), Environmental Health and Licensing, Democratic and Legal, Community and Cultural Services and Environmental Services by March 31st 2012.</p> <p>Outcome: Improved use of website services measured by use stats, positive ratings of ease of finding information through GovMetric</p> <p>Critical Success Factors: Capacity and buy in of services to restructure content order.</p> <p>Environmental Impacts: Positive, increased resolution of enquiries on the website, promoting channel shift.</p>	31 March 2012	Head of Parking and Customer Services	Will impact services under review in time needed to discuss customer focussed change and re-drafting/formatting of information.	Within existing resources - Web team
11-CSP3	To migrate website to new host	<p>Target: To transfer hosting of East Herts website and intranet by July 2011</p> <p>Outcome: Improved functioning of website with patches and updates automatically undertaken by host company.</p> <p>Critical Success Factors: IT team changing IP addressing at the required time.</p> <p>Environmental Impacts: positive, continued work to ensure our website is fit for purpose for increased use by customers and intranet use by staff.</p>	31 July 2011	Head of Parking and Customer Services	Will impact IT team marginally to implement change over of physical presentation of website IP addresses.	Within existing resources - Web team , IT Development and Network Support Teams

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.

11-CSP4	To review and adapt Information Management service to deliver a service that keeps pace with the rapid increase in demand.	<p>Target: To deliver at least 85% FOI Requests within 20 days</p> <p>Outcome: 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. Specification for IT development work to link systems as required.</p> <p>Critical Success Factors: IT capacity to support project on e-base, developing document management, developing a specification.</p> <p>Environmental Impacts: Positive, reduction in paper processes to promote electronic access to information.</p>	31 March 2012	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. Will require application for IT Development Resources to identify and develop system of choice solution.
11-CSP5	To ensure corporate implementation of the Document Retention Schedule	<p>Target: That all Heads of Service have signed off a tailored version of the Document Management Schedule for their service and that this is web enabled within the Intranet for their team members to refer to.</p> <p>Outcome: Increased knowledge and application of retention schedules, fewer documents held in hard copy and electronic format.</p> <p>Critical Success Factors: Support of Heads of Service and Service Managers to link retention Schedule to their document types. Web team development of searchable retention schedule tailored to service need.</p> <p>Environmental Impacts: Positive, reduction in paper processes to promote electronic access to information.</p>	31 March 2012	Head of Parking and Customer Services	Will impact all services in apply schedule effectively to safely dispose of information and retain other information within their service.	Within existing resources - Head of Parking and Customer Service, Information Manager, Web Manager
11-CSP6	To draft the Council's Service Strategy for approval in financial year 2012	<p>Target: A draft Service Strategy to be produced by December 2012</p> <p>Outcome: 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>Critical Success Factors: That further additional project work arising from C3W is limited.</p> <p>Environmental Impacts: 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 2012	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
11-CSP7	Completion of Hertford Customer Service Centre Enhancements	<p>Target: Completion of Hertford CSC by August 2011</p> <p>Outcome: Delivery of self service foyer and closure of manned cash office, promoting greater flexibility of staffing to assist with customer enquiries, Removal of 'behind counter' service at Hertford promoting a more modern, welcoming and approachable Council.</p> <p>Critical Success Factors: C3W programme of works.</p> <p>Environmental Impacts: Improved efficiency in heating and lighting.</p>	30 June 2012	Head of Parking and Customer Services	Will impact all services based in Hertford that receive payments and will improve level of service for all clients.	Within existing resources - Head of parking and Customer Services, Property Services, Hertford Customer Service Team
11-CSP8	Implementation of enhanced self-service telephony systems	<p>Target: Implementation of in-house controlled self-service telephony system (including automated payment system) by December 2011</p> <p>Outcome: 90% success rate on automated payment 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>Critical Success Factors: Proven business cases for any investment, installation of improved telecoms infrastructure, IT capacity to support any changes.</p> <p>Environmental Impacts: Improved success of self-service system will decrease use of resources in multiple contacts for one call.</p>	31 March 2012	Head of Parking and Customer Services	Will impact methods of payment processes for services.	Within existing resources - reuse of existing expenditure and corporate capital provision in 2012/13 and 2013/14. Improvement officer, customer Service Manager, IT Development and Network Teams.
11-CSP9	Customer Service Improvement programme for: Planning Services, Revenues and Benefits shared services, Environmental Services	<p>Target: To plan and begin delivery of Customer Service improvements for Planning Services, Revenues and Benefits and Environmental Services by 31st March 2012 with targeted benefits profiles.</p> <p>Outcome: Delivery of increased resolution of simple enquiries at the first point of contact, services designed in a cost effective way to best match customer needs. Improved customer satisfaction.</p> <p>Critical Success Factors: Capacity of services to manage and implement change, continued organisational support for first time enquiry resolution, IT resource to support IT developments identified, staff resource transfer to CSC where a business case is proven.</p> <p>Environmental Impacts: Increased take up of self-service reduces labour and paper based service delivery.</p>	31 March 2012	Head of Parking and Customer Services	Will directly impact service design for names services. It impacts may result from improvements and changes identified, development team are part of project team.	Within existing resources - less resource availability from August 2011 through loss of Improvement Officer funding. Head of Parking and Customer Services, Customer Service Manager. Any improvements subject to business case.

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By 2013 - Increase the percentage of residents who agree that the council provides value for money.

11-CSP10	To complete tendering of the Parking Management and Enforcement Contract	<p>Target: Selection of contractor for the Parking Partnership by September 2011.</p> <p>Outcome: A new 5 year contract in place for parking management and enforcement services. Enhanced technology to develop more efficient and effective services for our customers, particularly self-service. Implementation of paperless parking challenge and appeals process.</p> <p>Critical Success Factors: On-going commitment of partnership authorities, clarity of tender documentation to secure good quality responses, flexibility of tender to allow final contract cost to meet Council requirements, support from Accountancy, Audit, Procurement in tender process and evaluation.</p> <p>Environmental Impacts: 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 January 2012	Head of Parking and Customer Services	None	Within Existing Resources - Contract Tendering Team
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Strap line: Shaping now, shaping the future
Corporate Priority: Safeguard and enhance our unique mix of rural and urban communities, ensuring sustainable, economic and social opportunities including the continuation of effective development control and other measures.

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.

11-CSP11	To deliver the parking schemes associated with the 'Grange Paddocks' area	<p>Target: Delivery of Grange Paddocks project by March 2014</p> <p>Outcome: 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>Critical Success Factors: Continued political support for the endorsed scheme, support of residents for forthcoming Traffic Regulation Order.</p> <p>Environmental Impacts: 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)
11-CSP12	To deliver Transportation and Parking Strategy	<p>Target: The Council adopts a Parking and Transportation Strategy by June 2011</p> <p>Outcome: 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>Critical Success Factors: On-going engagement with Town and Parish Councils</p> <p>Environmental Impacts: The strategy will reflect and be informed by the Environmental concerns associated with transportation and parking management within the district.</p>	30 June 2011	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