

REPORT TO:	East Lindsey District Council Overview Committee
DATE:	25 th July 2023
SUBJECT:	South & East Lincolnshire Councils Partnership Customer Experience Strategy
PURPOSE:	To seek Overview Committee's input into the draft South and East Lincolnshire Councils Customer Experience Strategy.
KEY DECISION:	Yes
PORTFOLIO HOLDER:	Councillor Marsh, Deputy Leader of the Council with responsibility for Customer Services
REPORT OF:	Emily Spicer, Assistant Director for Wellbeing and Community Leadership
REPORT AUTHOR:	Emily Spicer, Assistant Director for Wellbeing and Community Leadership; Roxanne Warrick, Lead for Health Living Strategic Lead
WARD(S) AFFECTED:	ALL
EXEMPT REPORT?	No

SUMMARY

As sovereign Councils and as a Partnership we are committed to a vision of providing a customer experience that is simple, effective and customer focused and ensure access to the many services that are offered. One of the key principles to achieving this vision is to understand our communities and customers, and how they change to inform the way we provide our services, now and into the future.

Attached at **Appendix A** is the draft **South & East Lincolnshire Councils Partnership Customer Experience Strategy** setting out the vision, principles and approach for Customer Experience across the three sovereign councils '*working together to offer a clear and consistent experience*'.

The strategy sets out three key outcomes we are seeking over the next four years to achieve this:

- An organisational culture that is customer focussed
- A simple, effective, and positive customer experience
- Support that meets our customer's needs

Success will be monitored through the South & East Lincolnshire Councils Partnership Customer Experience Board who will have oversight of the Strategy and work collaboratively to enable effective strategic direction and co-ordination of delivery. The governance framework for the Customer Experience Board is **attached at Appendix B**.

RECOMMENDATIONS

That the Overview committee considers the draft SELCP Customer Experience Strategy (**Appendix A**) and provides feedback to inform its development.

REASONS FOR RECOMMENDATIONS

In following the recommendation, member of the Overview committee can shape the draft Customer Experience Strategy prior to its consideration at Executive Board.

OTHER OPTIONS CONSIDERED

N/A

1. BACKGROUND

- 1.1** As part of the 2023/24 South and East Lincolnshire Councils Partnership (SELCP) Annual Delivery Plan, development of a shared Customer Experience Strategy is a key strand to assist the Councils' improvement in delivering a cost-effective operating model whilst supporting service delivery.
- 1.2** The Overview committee will be the have the first opportunity to review the draft SELCP Customer Experience Strategy (**attached at Appendix A**), in order to comment and shape the document ahead of its presentation to Executive Board.

2. REPORT

- 2.1** Each of the three councils that form the South & East Lincolnshire Councils Partnership, are responsible for delivering a wide range of public services.
- 2.2** This strategy enables SELCP to move away from 'customer service' as the responsibility of a single team or department. Instead, it recognises the importance to the whole organisation and ensures providing a simple, effective and positive customer experience be part of our core vision and values that every council employee subscribes to.
- 2.3** For the purpose of this strategy, our "customers" are residents, businesses, people who work in or visit the area, community groups and charities and partners working with the councils

- 2.4** Working collaboratively through the Customer Experience Board and with oversight from Portfolio Holder for will ensure links identified with the SELCP ICT and Digital Strategy for consistent approach.
- 2.5** Portfolio Holders, services and stakeholders have been involved in development of the Customer Experience Strategy including representatives from for organisations that directly support people to access and navigate Council services.

3. CONCLUSION

- 3.1** Commenting and critiquing the draft will add value to the Strategy's development, ensuring that the needs of East Lindsey' communities, businesses and visitors are recognised.

EXPECTED BENEFITS TO THE PARTNERSHIP

- 4.1** The draft Strategy, if adopted by each Council, will support a consistent approach to Customer Experience across the South & East Lincolnshire Councils Partnership.
- 4.2** A single strategy and shared governance will provide administrative efficiency and help meet ambitions of SELCP.

IMPLICATIONS

SOUTH & EAST LINCOLNSHIRE COUNCILS PARTNERSHIP

The draft Strategy, if adopted by each Council, will provide a consistent approach to Customer Experience across the South & East Lincolnshire Councils Partnership where it benefits each sovereign council.

CORPORATE PRIORITIES

The development of the SELCP Customer Experience Strategy supports the following Corporate Priorities:

Our Council:

Ensure our services are digitally enabled and efficient to meet the expectations of our changing communities whilst not excluding who are not yet digitally enabled.

Ensure that our staff have the skills needed to drive the organisation forward and meeting the changing expectations of our residents.

STAFFING

All work in preparing this strategy will be contained within existing staffing resources. However, the Strategy is adopted additional resource requested will

CONSTITUTIONAL AND LEGAL IMPLICATIONS

There are no constitutional or legal implications identified in considering the draft as per the recommendation.

DATA PROTECTION

There are no data protection issues identified in considering the draft as per the recommendation.

FINANCIAL

There are no financial implications at this juncture in terms of considering the draft as per the recommendation.

RISK MANAGEMENT

There are no risk management issues at this juncture in terms of considering the draft as per the recommendation.

STAKEHOLDER / CONSULTATION / TIMESCALES

The draft has been presented to all relevant Portfolio Holder's across the South and East Lincolnshire Councils Partnership with Overview being the first committee to consider this draft. East Lindsey's Community Support network were invited to review and help develop this document.

REPUTATION

There are no reputation risks identified at this juncture in terms of considering the draft as per the recommendation.

CONTRACTS

There are no contractual issues identified at this juncture in terms of considering the draft as per the recommendation.

CRIME AND DISORDER

There are no crime and disorder issues identified at this juncture in terms of considering the draft as per the recommendation.

EQUALITY AND DIVERSITY/ HUMAN RIGHTS/ SAFEGUARDING

The SELCP Customer Experience Strategy has been drafted to ensure equal opportunities are provided for everyone and our customer diversity is recognised, respected and valued.

HEALTH AND WELL BEING

There are no health and wellbeing issues identified at this juncture in terms of considering the draft as per the recommendation.

CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS

There are no health and wellbeing issues identified in terms of considering the draft as per the recommendation.

ACRONYMS

SELCP South & East Lincolnshire Council's Partnership

APPENDICES

Appendices are listed below and attached to the back of the report: -

<i>APPENDIX A</i>	South & East Lincolnshire Councils Partnership Customer Experience Strategy
<i>APPENDIX B</i>	Customer Experience Board & Governance

BACKGROUND PAPERS

No background papers as defined in Section 100D of the Local Government Act 1972 were used in the production of this report

CHRONOLOGICAL HISTORY OF THIS REPORT

A report on this item has not been previously considered by a Council body

REPORT APPROVAL

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