

REPORT TO:	East Lindsey District Council Executive Board
DATE:	14 th February 2024
SUBJECT:	South & East Lincolnshire Council's Partnership Council Customer Experience Strategy
PURPOSE:	To adopt the South & East Lincolnshire Councils Partnership Customer Experience Strategy and to commit to supporting the delivery of the vision, principles and approach to Customer Experience across Council services.
KEY DECISION:	NO
PORTFOLIO HOLDER:	Councillor G Marsh, Deputy Leader of East Lindsey District Council & Portfolio Holder for Partnerships
REPORT OF:	Emily Spicer, Assistant Director for Wellbeing & Community Leadership
REPORT AUTHOR:	Emily Spicer, Assistant Director for Wellbeing and Community Leadership; Roxanne Warrick, Healthy 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 **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**.

The Executive Board are asked to support the recommendation to adopt South & East Lincolnshire Councils Partnership Customer Experience Strategy.

RECOMMENDATIONS

To adopt the South & East Lincolnshire Councils Partnership Customer Experience Strategy and to commit to supporting the delivery of the vision, principles and approach to Customer Experience across Council services.

REASONS FOR RECOMMENDATIONS

The Strategy is an overarching document, developed by the Customer Experience Board with engagement with local stakeholders. It gives a framework and objectives to use to further develop consistent approach across Council services.

It demonstrates a clear commitment to shared objectives to improving Council staff and services engagement with our 'customers'.

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 SELCP's newly established Customer Experience Board have developed the shared Customer Experience Strategy with engagement with local stakeholders and with input from each Council's scrutiny.

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, charities and partners working with the councils.
- 2.4** Working collaboratively through the Customer Experience Board and with oversight from Portfolio Holder will ensure links identified with the SELCP ICT and Digital Strategy for consistent approach.
- 2.5** Delivery will be monitored by the Customer Experience Board, supported by the Performance team through regular reviews of relevant indicators and customer satisfaction.

3. CONCLUSION

- 3.1** The strategy provides a single corporate document that outlines SELCP vision and ensures point of reference, accountability and governance to shared approach to Customer Experience.
- 3.2** If the Strategy is adopted there will be further engagement to ensure the needs of Boston/East Lindsey/South Holland communities, businesses and visitors are recognised.

4. 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 South & East Lincolnshire Councils Partnership.

5. IMPLICATIONS

5.1 SOUTH AND EAST LINCOLNSHIRE COUNCILS PARTNERSHIP

If adopted by each Council, the Customer Experience Strategy will provide a clear and consistent approach to Customer Experience across the South & East Lincolnshire Councils Partnership.

By working together as SELCP, services can drive efficiency and value for money for each Council.

5.2 CORPORATE PRIORITIES

The development of the SELCP Customer Experience Strategy supports the following priorities outlined in the Council's Corporate Strategy:

East Lindsey District Council

Strategic Aim - Maximise healthy and active lives

Strategic Aim - Improve equality of opportunity across the district and in target areas

5.3 STAFFING / WORKFORCE CAPACITY IMPLICATIONS

Oversight and delivery of this strategy will be managed within existing staff and service resources.

5.4 CONSTITUTIONAL AND LEGAL IMPLICATIONS

NONE

5.5 DATA PROTECTION

NONE

5.6 FINANCIAL

There are no direct budget implications from adopting this strategic framework. Any decisions required for funding for actions or projects that arise as it is developed will be formally requested as appropriate.

5.7 RISK MANAGEMENT

The risk of a strategy not driving change at a pace that matches the ambition of South & East Lincolnshire Councils Partnership will be mitigated through managed delivery and oversight of the Customer Experience Board.

5.8 STAKEHOLDER / CONSULTATION / TIMESCALES

Council Leaders and Portfolio Holder's across the South and East Lincolnshire Councils Partnership have been engaged in developing this strategy.

The Overview Committee have considered and commented on the document and changes have been made accordingly.

Informal engagement sessions have been held with community stakeholders across SELCP to invite their input in the development of the document. If adopted, SELCP consultation team will be engaging further with communities on SELCP standards.

5.9 REPUTATION

Adopting this strategy will benefit the reputation of the Council as it will demonstrate a shared customer focused and consistent approach that will drive efficiency and standards.

5.10 CONTRACTS

There are no direct contract implications from adopting this strategy. Any decisions required for to deliver actions or projects that arise as it is developed will be formally requested as appropriate.

5.11 CRIME AND DISORDER

It is in the report authors opinion that there are no crime and disorder implications associated with adopting the SELCP Customer Experience Strategy.

5.12 EQUALITY AND DIVERSITY/ HUMAN RIGHTS/ SAFEGUARDING

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

Supporting vulnerable residents is a preventative approach to safeguarding.

5.13 HEALTH AND WELL BEING

Timely access to the right information and advice helps people make informed choices and positively supports their wellbeing.

Resolving issues early, managing expectations of service standards or timescales reduced distress and is a preventive approach.

5.14 CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS

It is in the report authors opinion that there are no climate change or environmental implications associated with adopting the SELCP Customer Experience Strategy.

ACRONYMS

SELCP South & East Lincolnshire Council's Partnership

ICT Information & Communication Technology

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

REPORT APPROVAL

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