

| | | | |
|---------------------------------------|--|--|---|
| Subject: | Customer and Digital Strategy | Status: | For Publication |
| Report to: | Cabinet | Date: | 12 th March 2019 |
| Report of: | Director of Communities | Portfolio Holder: | Health, Housing, Communities and Customer Service |
| Key Decision: | <input checked="" type="checkbox"/> Forward Plan <input checked="" type="checkbox"/> | General Exception <input type="checkbox"/> | Special Urgency <input type="checkbox"/> |
| Equality Impact Assessment: | Required: | Yes | Attached: Yes |
| Biodiversity Impact Assessment | Required: | No | Attached: No |
| Contact Officer: | Sam Plum | Telephone: | 01706 252428 |
| Email: | SamPlum@rossendalebc.gov.uk | | |

| | |
|-----------|---|
| 1. | RECOMMENDATIONS |
| 1.1 | That Cabinet note the content of this report and adopt the attached Customer and Digital Strategy 2019-2022. |
| 1.2 | All future minor amendments to the Strategy to be delegated to the Director of Communities in consultation with the Portfolio Holder. |

2. PURPOSE OF REPORT

2.1 To make Members aware of the proposed new Customer and Digital Strategy 2019-2022.

3. CORPORATE PRIORITIES

3.1 The matters discussed in this report impact directly on the following corporate priorities:

- **A clean and green Rossendale:** our priority is to keep Rossendale clean and green for all of Rossendale's residents and visitors, and to take available opportunities to recycle and use energy from renewable sources more efficiently.
- **A connected and successful Rossendale that welcomes sustainable growth:** our priority is to ensure that we are well connected to our residents, key partners and stakeholders. We want to make the most of every pound we spend and we are always looking for new and innovative ways to make the resources we do have, work harder for us.
- **A proud, healthy and vibrant Rossendale:** our priority is to ensure that we are creating and maintaining a healthy and vibrant place for people to live and visit.

4. RISK ASSESSMENT IMPLICATIONS

4.1 There are no specific risk issues for members to consider arising from this report.

5. BACKGROUND AND OPTIONS

5.1 The Council's Corporate Strategy was refreshed in 2018 and sets the overall vision and priorities for the Borough. It underlines our commitment to being a better connected Borough, developing and promoting the use of digital services to make it easier for our customers to interact with the Council, and working with partners and community organisations to deliver excellent customer services.

5.2 The Strategy, Appendix 1, looks to build on our successes, addresses challenges and sets out a clear direction of travel to provide consistent, high quality services that meet customers' needs. It is aimed at everyone that receives a Council service either directly or indirectly.

5.3 The Strategy's vision is:
Putting customers at the heart of everything we do, designing easily accessible services for

all, that respond to our customers current and future needs.

It will be delivered through five themes, as outlined in the national Customer Service Excellence standard:

- Understanding our Customer
- Customer Focused Organisation
- Information and Access
- Delivery
- Timeliness and Quality of Service

5.4 A Project team has been established and an initial project plan is in place to deliver the Strategy.

COMMENTS FROM STATUTORY OFFICERS:

6. SECTION 151 OFFICER

6.1 Any financial implications arising will be contained within the existing budget resources.

7. MONITORING OFFICER

7.1 There are no legal implications arising from this report.

8. POLICY IMPLICATIONS AND CONSULTATION CARRIED OUT

8.1 This Strategy will enable us to deliver the Corporate Strategy by ensuring we put our customers at the heart of everything we do. It was presented to Overview and Scrutiny as part of the consultation process. Consultation has been undertaken with CMT and Portfolio Holder. Actions in the project plan will involve wider consultation with service users.

An initial Equality Impact Assessment has been undertaken and no equality implications have been identified, however any equality implications identified throughout the project will be given consideration in a relevant and proportionate manner.

9. CONCLUSION

9.1 The new Strategy identifies the Council's vision and key actions to ensure we make the most of digital technology to design services around the needs of our customers.

Background Papers

| Document | Place of Inspection |
|---|---------------------|
| Customer and Digital Strategy 2019-2022 | Appendix 1 |
| Initial Equality Impact Assessment | Appendix 2 |