

TELFORD & WREKIN COUNCIL

CABINET – 8th DECEMBER 2009

THE DESIGN AND PHASE 1 SERVICES TO BE PROVIDED IN THE NEW ONE STOP SHOP AT CIVIC OFFICES

REPORT OF HEAD OF CUSTOMER SERVICES & BUSINESS TRANSFORMATION

1. Purpose

- 1.1 To note the design of the One Stop Shop and the services that will be provided.
- 1.2 To secure approval to continue funding for the Citizens Advice Bureau (CAB) to provide a debt and welfare advice service at the One Stop Shop.

2. Recommendations

- 2.1 **To endorse the new open plan design of the One Stop Shop (see Appendix A);**
- 2.2 **To note the services that will be delivered in Phase 1 of the One Stop Shop when it opens in March 2010 (see Appendix B);**
- 2.3 **That, in line with the requirements of health and safety in an open plan office and given that all other forms of payment will still be accepted at Civic Offices, the facility to make cash payments at Civic Offices be discontinued;**
- 2.4 **To provide £76k funding to the CAB for a further 12 months to enable them to provide a debt and welfare advice service at the One Stop Shop;**
- 2.5 **That the affordability of continuing to fund a CAB presence within the One Stop Shop beyond March 2011 should be considered as part of the budget strategy for 2010/11.**

3. Summary

- 3.1 The creation of the One Stop Shop at Civic Offices, and the associated funding, was agreed by Cabinet on 21st July 2009. This development is one of the key building blocks of the organisation's vision to achieve 'One Council, One Team, One Vision'. The changes we are making and particularly the introduction of the new one stop shop will make it easier for our customers to do business with us. Our aim is to resolve as many enquiries at the first port of call as possible and to avoid passing customers from pillar to post. During the coming year we will also be exploring how we can provide more joined up services from our other customer access points such as our libraries and leisure centres as well as major improvements to the council's website.
- 3.2 We are aiming for the One Stop Shop to be open on 1st March 2010. It will be located on the ground floor of Civic Offices.

- 3.3 Initially, the One Stop Shop will be open: Monday, Tuesday, Wednesday, Friday 8:30 am to 6:00 pm; Thursday 8:30 am to 8:00 pm; Saturday 9:00 am to 1:00 pm. This will be reviewed on an ongoing basis, to ensure that, subject to affordability, the service meets the needs of our customers.
- 3.4 In addition to Council services, the following partners will also provide a service at the One Stop Shop: CAB; PCT; Princes Trust; Employment Link; A4U; Shropshire County Training. A full list of individual services that will be provided at the One Stop Shop is detailed in **Appendix B**. This builds on the success of First Point Telford, our credit crunch advice centre, which since its opening has helped 4615 customers.
- 3.5 Customer numbers clearly show that the presence of CAB has been critical to the success of First Point Telford with CAB equating to 35% of the visitors to First Point (**See statistics in Appendix C**). CAB have stated that their continued ability to provide this service at the One Stop Shop is wholly dependent on the Council continuing the additional funding of £76K that they were granted to be able to participate at First Point Telford.
- 3.6 The objective is also to set up a one stop service in advance of a new civic office allowing new ways of working to be fully developed and tested and then migrated into a new civic office development.

4. FACILITIES IN THE ONE STOP SHOP

- 4.1 The One Stop Shop will be open outside traditional opening hours and will be open until 1:00 pm on Saturday's and 8:00pm on Thursday's.
- 4.2 The design that has been developed for the One Stop Shop, as shown in **Appendix A** will provide the following features to maximise service delivery:
- 4.2.1 Twelve customer service booths, supplemented with five interview booths, for more confidential discussions as required.
- 4.2.2 Dedicated areas for CAB and PCT, recognising the higher frequency of confidential enquiries that they will receive from customers. The PCT will have a consulting room, where they can provide health and well being advice e.g. healthy heart, healthy eating etc.
- 4.2.3 A new customer reception point, for all visitors to Civic Offices, with dedicated waiting areas for business customers and visitors to the One Stop Shop. The design will address the current issues that are created by business customers waiting to be collected from Reception, in terms of crowding near the current reception desk.
- 4.2.4 A customer service professional "walking the floor", to help customers and business visitors access the services available in the most efficient manner. This will be supported by a ticketing system that will manage the customer flow through the One Stop Shop and maximise the resources that are available, whilst keeping waiting times to a minimum.
- 4.2.5 A customer information area, that will provide information through plasma screens and interactive touch screen information booths. In addition, there will be public access PC's for customers to access jobs, welfare, debt information etc.

- 4.2.6 A customer waiting area, that will provide activities for children, that meet H&S requirements, whilst their parents are at the One Stop Shop.
- 4.2.7 A sound proof interview room (PACE Room) for formal interviews under caution, that are required during formal investigations e.g. investigations for suspected benefit fraud.
- 4.2.8 The One Stop Shop will also provide a public toilet and water coolers for refreshments.

5. Cash Collection Services At The One Stop Shop

- 5.1 To create an open, friendly and engaging service, in line with best practice in similar one stop shops, the One Stop Shop is open plan with no use of security screens. To ensure the health and safety of everyone that uses the One Stop Shop, there will not be a facility for customers to make payments in cash in the open plan environment.
- 5.2 There are many alternative methods of payment available for the 2000 customers who made a cash payment at Civic Offices in 2008, including: cheque and debit credit card payments at the One Stop Shop; 37 Allpay payment points across the Borough (See **Appendix D**): Online payments via the Council's website: telephone payments that are available 24/7: Direct Debit payments.
- 5.3 This change in service will be supported by an extensive and effective communications plan that would run for at least three months prior to the opening of the One Stop Shop, to ensure that customers had sufficient time, and information, to switch to an alternative method of payment.
- 5.4 There are many council's that have taken the step to remove cash handling and have said that informing customers in advance has been the key to success and a smooth transition.
- 5.5 A survey of 153 customers that currently use the cash office at Civic Offices to make cash payments was completed and headline figures included:
- Over 86% of customers were paying council tax or housing benefit overpayments, which can be paid by all of the alternative payment options.
 - Significant numbers of customers, which varied for each alternative payment option, were not aware of the alternative options for making payments.
 - 18% of customers immediately signed up for a card to pay at a local Paypoint.

6. Future Developments Of The One Stop Shop

- 6.1 As front line service delivery of key customer services are migrated to the Corporate Contact Centre, those services will also be made available through the One Stop Shop. A report is currently being drafted that will set out proposals for migrating services to the Contact Centre, based on the successful migration of Revenues & Benefits and Environmental Maintenance services.
- 6.2 A number of customers currently find themselves being passed from Darby House to Civic Offices to access services. The One Stop Shop will offer the opportunity to explore the possibility of closing Darby House as a customer access point and this will be explored as Phase 2 of this project, commencing in April, post go live of the One Stop Shop.

- 6.3 The review of Darby House reception, in Phase 2, will also provide the opportunity to review the acceptance of cash payments at that facility. By considering this issue in Phase 2, it will give us the opportunity to ensure that we fully consider the requirements of the customers and customer groups that currently make cash payments at Darby House reception.

7. GENERAL INFORMATION

7.1 Equality & Diversity

- 7.1.1 An equality impact assessment (EIA) has been undertaken which concluded that, based on the alternative payment methods available and that the Contact Centre will still accept cheques, debit and credit card payments, there are no equalities issues to be addressed by the decision to withdraw the service to accept cash payments in the One Stop Shop.
- 7.1.2 The EIA has been critiqued by members of the Portfolio Equalities Group and agreed by the Head Of Customer Services and Business Transformation. The EIA will be presented to the Portfolio Equalities Group, chaired by the Corporate Director: Resources, on 23rd November 2009 for final authorisation.

7.2 Legal Comment

- 7.2.1 There are no direct legal implications arising from this report.

7.3 Links with Corporate Priorities

- 7.3.1 The development of a One Stop Shop, is particularly aligned to the priority for a Modern, Effective Council.

7.4 Opportunities & Risks

- 7.4.1 The opportunities and risks associated with the creation of a One Stop Shop have been identified and actions put in place to mitigate any perceived risks during its development.

7.5 Financial Implications

- 7.5.1 The capital programme for 2009/10 includes an allocation of £160k for the creation of a One Stop Shop.
- 7.5.2 The total additional ongoing revenue cost of the basic One Stop Shop facility is £42k. Within the current budget strategy for 2009/10 provision of £20k has been made for ongoing revenue costs of the One Stop Shop, this does not meet the all of the ongoing revenue costs leaving £22k unfunded for the basic provision. It will be possible to find this from savings in closing the customer access at Darby House from 2011/12 onwards and in the interim from savings identified from within the customer services budgets linked to the removal of cash handling in the new development.
- 7.5.3 For 2009/10 there would be a part year impact of the revenue costs above and these are likely to be covered by one off money set aside for the Advice Centre.
- 7.5.4 In addition to the costs of the basic provision outlined above, a further £76k is required for the CAB to provide a debt and welfare service at the One Stop Shop for a further

twelve months. Funding for this has not been identified beyond 2009/10 in the current budget strategy.

- 7.5.5 With the withdrawal of the service to accept cash payments there will no longer be a requirement for Security Plus to collect income from Civic Offices. In 2008/09 the cost of this was £6.5k and this was funded from budgets held by Customer Services. The equivalent budget has been set at £8.2k for 2009/10 and will need to be redirected to cover the additional costs associated with customers using alternative payment methods. It is estimated that these costs will be in the region of £7k.

7.6 Ward Implications

- 7.6.1 Borough wide implications.

7.7 Background Papers.

- 7.7.1 Customer Services Strategy.
- 7.7.2 Cabinet Report – ‘Credit Crunch’ Advice Centre, Telford Town Centre
- 7.7.3 Response To Scrutiny Report – Review Of First Point Telford
- 7.7.5 Cabinet Report – Creation Of A One Stop Shop

One Stop Shop Design – See attachment in PDF

Initial Services To Be Provided At The One Stop Shop

Service Provider	Services on offer
CAB (subject to £76K ongoing funding post March 2010)	<ul style="list-style-type: none"> • Welfare benefits • Specialist Debt management • Employment issues • Housing • Relationship issues • Consumer advice • Immigration and nationality issues. • Dealing with redundancy and reduced working hours • Case work for customers with complex issues
Anti Social Behaviour Reporting	<ul style="list-style-type: none"> • Accumulation Of Refuse • Noise Pollution • Pollution • Abandoned Vehicles • Nuisance Dogs • Fly Tipping • Graffiti • Vandalism • Nuisance Neighbours • Nuisance – Rowdy Behaviour/Street Drinking • Nuisance – Drugs Misuse • Needles Collection
Environmental Maintenance	<ul style="list-style-type: none"> • Refuse Collection • Bulk Refuse Collection • Pest Control • Recycling Collection • Road Sweeping • Litter • Grounds Maintenance – Grass/Hedges/Shrubs • Street Furniture/Fencing • Waste Management Permits
Street Scene	<ul style="list-style-type: none"> • Potholes • Drainage • Street Lighting • Gritting • Road/Footpath Maintenance • Highway Signage
Benefits	<ul style="list-style-type: none"> • Council tax benefit • Housing benefit • Local Housing allowance • Free school meals • Blue Badge Parking Permits • Carers Allowance
Council Tax	<ul style="list-style-type: none"> • Council Tax Arrears
Housing Advice & Affordable Warmth	<ul style="list-style-type: none"> • Energy Efficiency Advice • Cavity wall and loft insulation • Boiler repairs and replacement (if broken) • Heating systems • Access to grants and other funds • Free, independent housing advice on tenants issues • Prevention of homelessness • Housing options, including access to bond and rent deposit schemes. • Advice on private renting • Women's refuge
Next Steps Community Training	<ul style="list-style-type: none"> • Careers advice and information • Completing job applications forms and CV writing

	<ul style="list-style-type: none"> • Local courses • Interview skills • English, maths and computing skills • Career change/ voluntary work
Shropshire County Training	<ul style="list-style-type: none"> • Through close links Learning Skills Councils, Jobcentre Plus, Business Link and Connexions, providing funding and placements for training and development. • Job Retraining • Accessing training for disabled people accessing work • Pathways – helps people with health benefits back into work • Routeways – helps people with benefits back into work • NVQ placements
A4U	<ul style="list-style-type: none"> • Free and confidential advice and impartial information, advice and support for people with disabilities • Enable people with disabilities to maximise their choices • Access to work for people with disabilities
Princes Trust	<ul style="list-style-type: none"> • Giving practical and financial support to young people to fulfil their potential. • Help for young people to develop key skills, motivation and confidence to move into work.
Employment Link	<ul style="list-style-type: none"> • Empowers individuals with mental health and disability issues to access and retain paid employment. • Assist with the completion of application forms, job coaching, aid/adaptations.
Family Information Service	<p>Is a free and confidential service providing impartial information advice and guidance on services for families in Telford and Wrekin, including;</p> <ul style="list-style-type: none"> • Childcare • Education • Youth services • Children's services • Parenting support • Tax credits • Holiday play scheme • Family learning opportunities • Recreation facilities • Free early years provision • Support for children with special needs and / or disabilities
Customer Feedback	<ul style="list-style-type: none"> • Complaints • Compliments • Comments/Suggestions
Legal Services	<ul style="list-style-type: none"> • Land Charge Searches
Leisure Services	<ul style="list-style-type: none"> • Leisure & theatre bookings
PCT	<ul style="list-style-type: none"> • Health & Well Being Clinics e.g. Healthy Heart • Information Services
Registration Services	<ul style="list-style-type: none"> • Registration of births and marriages.

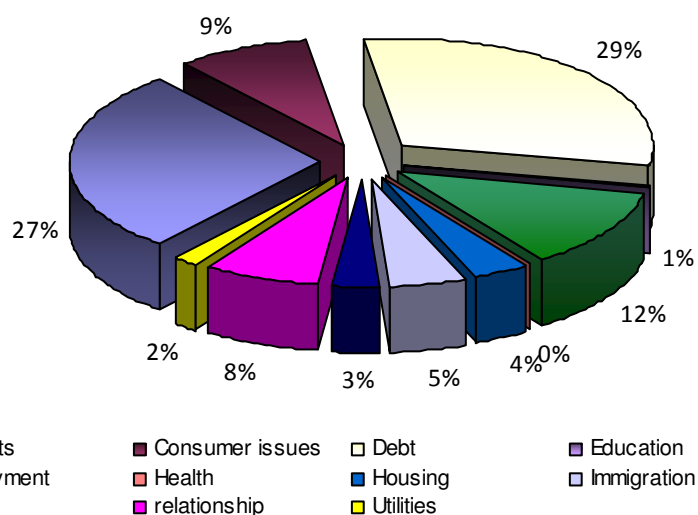
Other potential services to be included over time might include:-

- Planning
- Environmental Health
- Adult & Child Care assessment of needs
- Concessionary pass travel/Timetable information etc

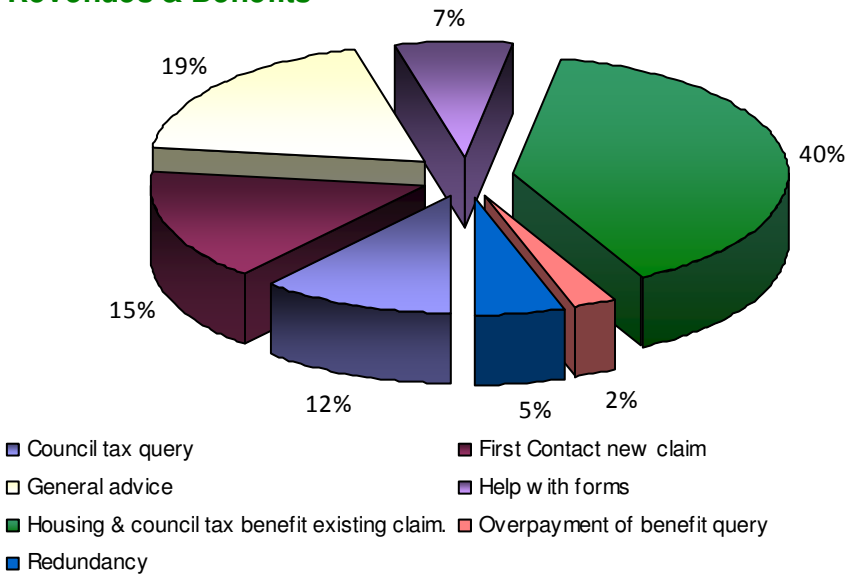
First Point Telford Visitor Analysis

Service Area	YTD
Revenues & benefits	843
CAB case worker	1633
Family information service	4
Shropshire training	817
Community Learning	359
Housing Advice	156
Affordable warmth	92
Reception	643
Princes Trust	16
A4U	45
Employment Link	7
Total Visitors	4615

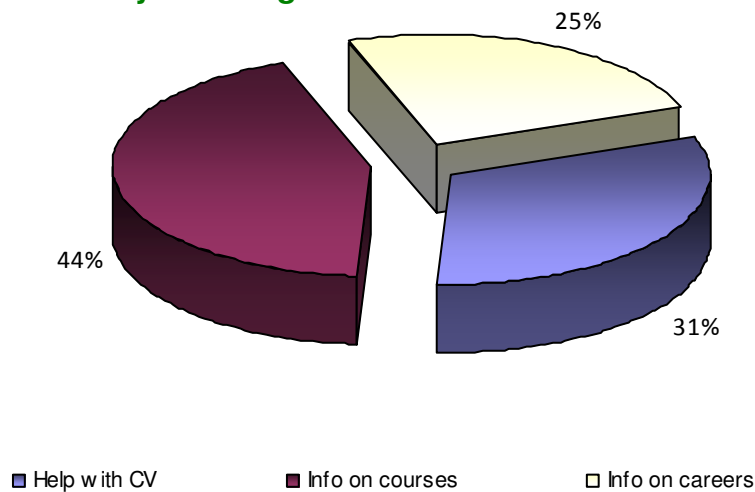
Citizens Advice Bureau



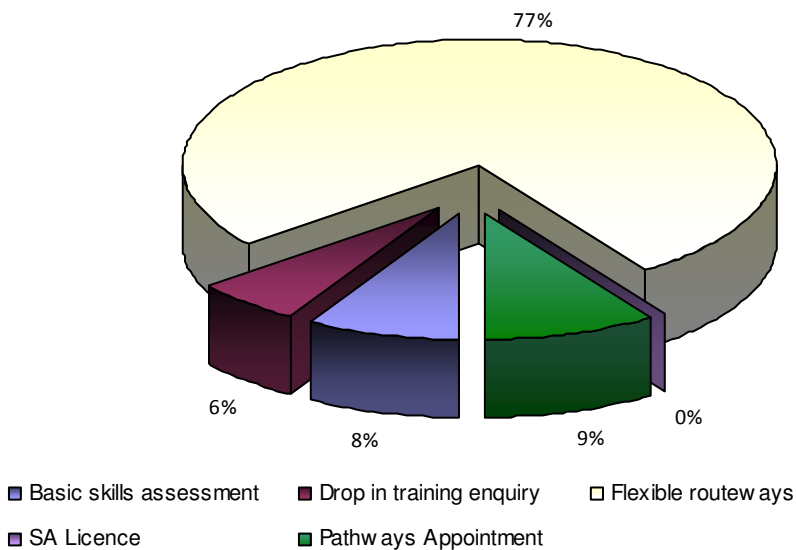
Revenues & Benefits



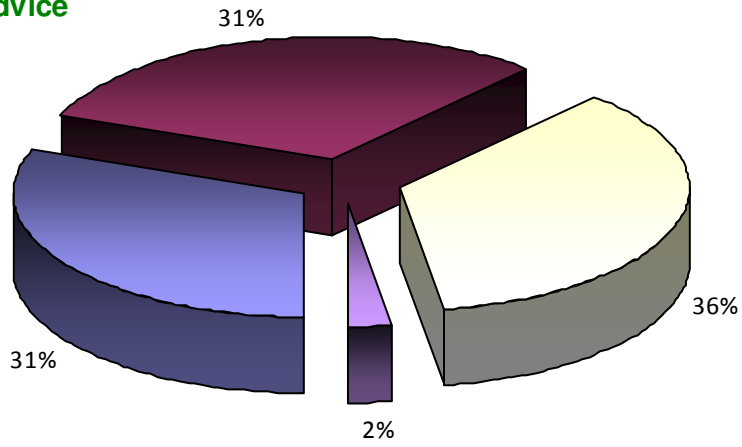
Community Learning



Shropshire County Training

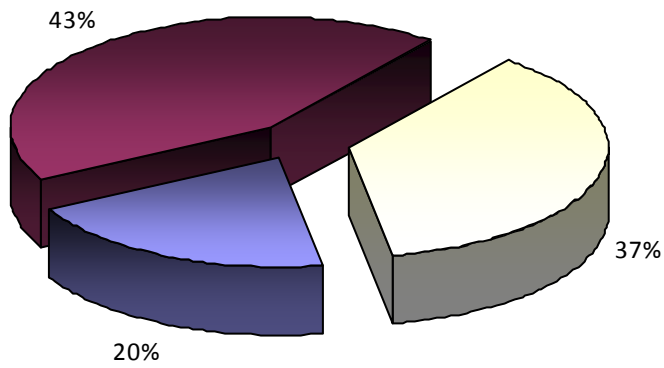


Housing Advice



■ Homeless ■ Landlord dispute □ Looking for private let ■ Repossession of home

Affordable Warmth



■ Boiler Grant info ■ General advice ref bills □ Social Tariff

Allpay Payment Locations

Location	Address		
Admaston Stores	6 Sutton Road	Admaston	TF 5 0AY
The Booze Stop	49 Dawley Road	Arleston	TF 1 2HW
One Stop Dawley Road	3 - 5 Dawley Road	Arleston	TF 1 2HW
Brookside Supermarket	201 Brookside Centre	Burford	TF 3 1LP
Eyton Stores	18 Eyton Road	Dawley	TF 4 2DN
Londis	24 Finger Road	Dawley	TF 4 3LB
The Co-Op Group	16 Wrekin Drive	Donnington	TF 2 8DP
Texaco	Haybridge Road Estate	Hadley	TF 1 2FG
Hadley Park Stores	149 Hadley Park Road	Hadley Leegomery	TF 1 6QF
Ketley News	10 Copperbeech Road	Ketley	TF 1 5BQ
Top Shop Convenience	Fourth Avenue	Ketley Bank	TF 2 0AS
Thresher	30 Queen Street	Madeley	TF 7 4BL
Somerfield	5-6 Russell Square	Madeley	TF 7 5BB
Mc Colls	3-4 Russell Square	Madeley	TF 7 5BB
Hill Top News	Ironbridge Road	Madeley	TF 7 5HU
Gills Food & Wine	30 Park Street	Madeley	TF 7 5LD
Mound Way Service Station	Parkway	Madeley	TF 7 5RQ
Spar Malinslee	The Malinslee Centre	Malinslee	TF 3 2HZ
R & B Stores	44 Alma Avenue	Malinslee	TF 4 2DZ
Muxton Price Point	3-5 Fieldhouse Drive	Muxton	TF 2 8JQ
Gill Brothers	9 Oxford Street	Oakengates	TF 2 6AA
Value Newsagents	31 Market Street	Oakengates	TF 2 6EL
Spar Proroslee	Unit 1B Catcombe Way	Priorslee	TF 2 9GZ
Randlay Store	The Randlay Centre	Randlay Centre	TF 3 2LH
Somerfield Store	Grange Avenue	Stirchley	TF 3 1ET
Sutton Hill Supermarket	102 Southgate	Sutton Hill	TF 7 4HG
Arden News	163 Wrekin Walk	Town Centre	TF 3 4BA
One Stop	111 Trench Road	Trench	TF 2 7DP
Waters Uptons Stores	Upton Stones	Waters Upton	TF 6 6NL
Austins News	45 High Street	Wellington	TF 1 1JW
Topshop	1-2 New Road	Wrockwardine Wood	TF 2 7AB
Downmead Stores	11 Downmead	Hollinswood	TF 3 2EW
The Co-Op Group	12 Bradford Street	Shifnal	TF11 8AT
Newport Post Office	64a High Street	Newport	TF10 7BA
Springfield Stores	1 Station Terrace	Newport	TF10 7EX
Costcutter	5 Salters Lane	Newport	TF10 7PD
Somerfield	High Street	Newport	TF10 7SJ
Broseley News	81-82 High Street	Broseley	TF12 5ET
Weekly Shop	17 Elizabeth Crescent	Broseley	TF12 5PH

See Supporting Map of all of the above attached.