

Cabinet Response to Scrutiny Report

Scrutiny Committee: Co-operative & Communities		Cabinet Member: Cllr. Charles Smith	
Report: First Point for Business		Response prepared by): Corin Crane, Economic Development Manager	
Lead Scrutiny Member: Cllr. Angela McClements Lead Scrutiny Officer: Stephanie Jones		Date of Cabinet meeting: 8th December 2011	
Scrutiny Recommendation	Response and summary of action being taken to implement, or reason for rejection	Date by which action will be taken	Person responsible for action (name and title)
That Cabinet endorses the principle of establishing a First Point single point of contact for businesses to access Council services	Agreed: See actions below	See below	Corin Crane, Economic Development Manager
That a further report with detailed costings will be brought to Cabinet for approval by summer 2012	Agreed: That report will include: Detailed Project Plan – With costings and timetable for roll out containing details around: Contact Centre: A customer Service centre is needed to offer one point of contact for businesses, but aiming to go further than the traditional switchboard and handle a good proportion of simple enquiries as well as monitoring the	June 2012	Corin Crane, Economic Development Manager

	<p>speed and quality of referred cases.</p> <p>CRM System: ICT is only part of the solution – but Customer Relation Management (CRM) systems are helping local authorities better understand and handle customer contact.</p> <p>Performance Management Process The details of this will be set once an appropriate model is decided on, however we should expect large reductions in the number of avoidable contacts by businesses (i.e. those that add no value to the outcome of the enquiry).</p>		
<p>The development and implementation of the model is led at senior level within the organisation and with Cabinet members as an Early Adopter project</p>	<p>Agreed Strong Leadership is essential, both from officers and members and this approach can become a cornerstone of our cooperative approach to businesses. We would hope to establish initiatives such as improved access, better consultations and value for money through business process engineering and case studies have shown that the information taken from this process has been used to alert elected members about issues in their wards and also to feed into budget and policy making.</p>	<p>April 2013</p>	<p>Peter Smith Head of Economy and Skills</p>