

## Corporate Plan Delivery Plan

### Corporate Plan Theme: **Customer Focus**

The North Norfolk district covers an area of 360 sq miles and has a population of over 100,000 people living in 121 distinct communities and settlements. Whilst our offices are centrally located in Cromer, public transport across the District is limited and many of our residents and customers find accessing the Council offices difficult. Our customers are also not a single group of people with common interests – we provide a diverse range of services, both directly and through contractors and partner organisations, and our customers and service users are not only local residents, but also visitors and local businesses.

We will make the Council's services as easy to access as possible and will use a variety of channels to facilitate this – through self-service via the Council's website, and also for customers making personal visits to the Council's offices, or communicating with us by letter, telephone and online. Where we provide services in the community – e.g. amenity areas, public car parks, public conveniences, leisure centres, refuse and recycling collections, we want our services to be recognised as being of good quality, inclusive and responsive to customer needs.

We want our customers to be at the heart of everything we do and we will strive to improve access to our services, through stronger community engagement, developing simple mechanisms of inviting customer feedback and comment and, where possible and practical, seek to deliver our services at a more local level through strengthening partnerships with local Town and Parish Councils. The Council will seek further to improve democratic engagement and participation by people of all ages, but particularly through working with schools and colleges to ensure that the voice young people is heard and informs Council decision-making.

At the heart of our customer charter will be our commitment to improving the quality of service delivery to our customers and responding to their needs. It will: place customers at the heart of what we do and embedding that in our service delivery, provide good quality and responsive services that people want to receive, establish strong mechanisms to invite customer feedback, using that information to shape service delivery, make our services as easy to access as possible, ask our customers

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about how they wish to receive services and what services they wish to receive and include all our customers by maintaining diverse contact points for services.

The extent to which residents feel informed and engaged by their council, and the trust that they place in them, directly affects their views about their council and the services they receive. This in turn impacts on their levels of satisfaction and ultimately, a council's public reputation. Conducting a residents' survey gives us an opportunity to understand what our communities think and it offers us valuable insight into how the Council is perceived by the wider community. It also helps demonstrate our transparency and accountability to the people we serve and helps us to monitor, and address, any changes in satisfaction levels over time.

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### Objective 1: Developing a new Customer Charter with published service standards

	DP action	Delivery timescale
1.1	Undertake a Customer Contact Survey to understand: <ul style="list-style-type: none"> <li>• How well we deliver to our customer needs</li> <li>• Service specific issues</li> <li>• Ideas for reshaping our services to better meet customer needs</li> </ul>	In progress
1.2	Review and refine our Customer Strategy, to: <ul style="list-style-type: none"> <li>• respond to the survey findings</li> <li>• improve the way that we understand our customers' changing needs/preferences</li> <li>• better serve our customers</li> <li>• embed customer focused service delivery throughout the Council</li> </ul>	Strategy Delivery; May 2020  Implementation commencement; May 2020
1.3	Develop an action plan and draft, adopt and publish Customer Charter, to set out how we will: <ul style="list-style-type: none"> <li>• listen to our customers views about what service they want to receive from the Council</li> <li>• establish clearly what customers can expect from us based on that feedback</li> <li>• reflect best practice</li> </ul>	May 2020
1.4	Establish a training and development programme to enable all employees to deliver excellent customer focused services aimed at delivering the Customer	Commencing May 2020

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	Charter. This will Give our teams, the skills, abilities and tools to deliver on our service commitment.	
1.5	Monitor the implementation of the Charter and evaluate and review it in the light of the findings. Routine monitoring procedures will be established across all teams (including staff and councilors), at an operational and strategic level.	Sep 2020 onwards

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Objective 2 and 3: Undertaking an annual resident's survey and responding to results AND benchmarking of the Council's services to learn from best practice elsewhere

	DP action	Delivery timescale
2.1	<p>Undertake an annual Residents Survey, in order to help the Council to understand how well we are performing for our community and to improve what we do.</p> <p>The survey will be based upon six key themes contained in the LGA approach to resident satisfaction '<i>are you being served?</i>' which includes:</p> <ul style="list-style-type: none"><li>• satisfaction with the local area</li><li>• satisfaction with the way the council runs things</li><li>• trust in the council</li><li>• responsiveness of the council</li><li>• how informed residents feel</li><li>• their perception of the value for money the council provides.</li></ul> <p>This will help us drive service delivery improvements and allow us to check our performance against other councils.</p>	<p>Procurement; Jan 2020.</p> <p>Delivery of results; May 2020</p>
3.1	<p>Benchmark service delivery against the LGA key themes and learn from best practice elsewhere.</p>	<p>Benchmarking; May 2020</p>

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### Objective 4: Developing an Engagement Strategy to set out how we will consult with our customers and our local communities

	DP action	Delivery timescale
4.1	Develop an Engagement Strategy to: <ul style="list-style-type: none"><li>• help define and design local priorities and policies</li><li>• deliver and evaluate services</li><li>• inform council decision-making in areas that impact on our residents lives</li></ul>	May 2020
4.2	Establish quarterly forums with Town and Parish Councils, to: <ul style="list-style-type: none"><li>• strengthen our relationship with communities</li><li>• share information</li><li>• seek views</li><li>• identify actions</li><li>• inform policy development</li></ul>	December 2019
4.3	Establish a Youth Council to give a stronger voice for younger people in Council decisions, specifically to: <ul style="list-style-type: none"><li>• better understand the views of younger people in the community</li><li>• reflect opinions</li><li>• identify actions</li><li>• inform policy development</li></ul>	December 2019
4.4	Establish Environment Panels to:	December 2019

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	<ul style="list-style-type: none"><li>• Garner ownership</li><li>• Reflect opinions</li><li>• Identify actions</li><li>• Inform policy development</li></ul>	
4.5	Implement Online consultation feedback portals for key corporate projects/workstreams	December 2019