

Report for: INFORMATION



Contains Confidential or Exempt Information	No
Title	Delivering Customer Services through Libraries
Responsible Officer(s)	Mark Taylor, Head of Libraries, Arts and Heritage
Contact officer, job title and phone number	Angela Gallacher, Service Manager: Libraries 01628 685641
Member reporting	Cllr Claire Stretton, Principal Member for Culture and Communities
For Consideration By	Culture and Communities Overview and Scrutiny Panel
Date to be Considered	17 May 2016
Implementation Date if Not Called In	N/A
Affected Wards	All

REPORT SUMMARY

This report provides a progress update on the Pilot to help deliver the following Manifesto Commitments in relation to delivering identified Customer Services from Libraries:

1. Manifesto Commitment 8.8: Increase further the range of council services available at libraries
2. Manifesto Commitment 13.4: Increase multi-skilling of council officers to better enable change and diversify jobs
3. Manifesto Commitment 13.7: Continue channel shift to bring in more 24/7 council services
4. Manifesto Commitment 13.8: Use libraries and other community facilities to enable greater access to council functions

If recommendations are adopted, how will residents benefit?	
Benefits to residents and reasons why they will benefit	Dates by which residents can expect to notice a difference
1. More council services such as Advantage Cards and Bus Passes are offered over 7 days and from Maidenhead, Windsor and Ascot Libraries rather than the Town Hall and York House, which increases access, including evening access, and reduces the need for residents in Ascot to travel to Windsor or Maidenhead to get a bus pass, for example.	30 May 2016
2. Opportunities to pay council bills using chip and pin at Ascot Library so that journeys to Windsor or Maidenhead can be avoided	30 September 2016
3. Face to face customer services to be delivered from Eton Wick so that journeys to Windsor or Maidenhead can be avoided	01 June 2016
4. Residents' phone calls to the Council to be answered for an additional hour - between 6pm and 7pm Monday to Friday.	01 June 2016
5. Residents' emails to the council will be responded to and assessed over 7 days	03 May 2016

1. DETAILS OF RECOMMENDATIONS

RECOMMENDATION: That the Panel notes the progress of the Pilot and gives approval for the Pilot to continue until December 2016 at which time an assessment will be undertaken and recommendations will be made based on benefits to residents and taking forward lessons learned.

2. REASON FOR RECOMMENDATION

The reason for the Pilot is to evaluate the effectiveness of delivering identified Customer Services through a library environment for a period of 6 months. An IT staffing restructure resulted in the Project Manager leaving the organisation, and as a result the implementation of the Pilot was delayed. Another colleague took on the management of the project in March 2016 and progress has resumed. This report provides an update on progress and requests that the Pilot is extended to December 2016 to give sufficient time to introduce all the strands of the Pilot and make an informed assessment possible when evaluating the Pilot.

KEY IMPLICATIONS

Defined Outcomes	Unmet	Met	Exceeded	Significantly Exceeded	Date they should be delivered by
Advantage Card services are available at Maidenhead, Windsor and Ascot Libraries	Advantage Cards are not available at any library location	Advantage Cards can be renewed at all three locations and issued at Windsor and Maidenhead libraries	Advantage Cards can be renewed and issued at all 3 locations	Advantage Cards can be issued and renewed from more than one PC at more than one location so that resident waiting times are reduced	30 May 2016
Bus Pass services are available at Maidenhead, Windsor and Ascot Libraries	Bus Passes are not available at any location	Bus Passes can be renewed at all three locations and issued at Windsor and Maidenhead libraries	Bus Passes can be renewed and issued at all 3 locations	Bus Passes can be issued and renewed from more than one PC at more than one location so that resident waiting times are reduced	30 May 2016
Emails to the council are assessed and responded to over 7 days	Library staff do not take on CSC emails	Library staff take on CSC emails including on Saturdays and Sundays	Library staff assess and respond to CSC emails every day over 7 days with no whole-day breaks in	Library staff take on additional council emails outside the original agreed scope	30 May 2016

Defined Outcomes	Unmet	Met	Exceeded	Significantly Exceeded	Date they should be delivered by
			service (other than bank holidays)		
Phone calls to the council are taken until 7pm Monday – Friday	Library staff are unable to take CSC phone calls	Library staff take on CSC phone calls from 5pm-7pm	Only library staff take on CSC phone calls from 5pm-7pm with no input from CSC staff after 5pm	Library staff take on CSC phonecalls at the weekend as well	30 June 2016
Payment of identified council bills can be done at Ascot using chip and pin	No council bills can be paid at Ascot Library	Council tax and Penalty Notices can be paid using chip and pin at Ascot Library	Council tax, PNs and other council invoices can be paid at Ascot Library	Council tax, PNs, council invoices and housing benefit overpayment can be paid at Ascot Library	30 November 2016
Face to face Customer Services are available at Eton Wick Library	No F2F services available at Eton Wick Library	CSC F2F services available once a week at Eton Wick Library	CSC F2F services available between 2 and 5 days per week at Eton Wick Library	CSC F2F services available more than 5 days a week (including weekends) at Eton Wick Library	30 November 2016

4. FINANCIAL DETAILS

No financial implications during the life of the Pilot. The funding for the requirements of the Pilot comes from the operational budget.

5. LEGAL IMPLICATIONS

No legal implications

6. VALUE FOR MONEY

If the Pilot is successful, there may be further value for money implications. This will be assessed when the impacts of the Pilot are reviewed

7. SUSTAINABILITY IMPACT APPRAISAL

None

8. RISK MANAGEMENT

Risks	Uncontrolled Risk	Controls	Controlled Risk
That IT resources required to deliver the project are diverted to others because of internal prioritisation	HIGH	IT Resource issues have already delayed the project. Requirements confirmed and as much notice as possible given to book in resources	MEDIUM
That the costs required to change the internal infrastructure will be too high and therefore the full outcomes from the pilot will not be achieved	LOW	The solution needs to deliver what is in scope and not plan for the full roll-out as this will be included in the assessment report that is published after the Pilot has ended.	LOW

9. LINKS TO STRATEGIC OBJECTIVES

Residents First – residents will be able to access more Council services across more days per week and during more hours and from where they are if they live in Eton Wick and Ascot . Diversifying and multi-skilling staff has implications for Delivering Together, Value for Money and Equipping Ourselves for the Future.

10. EQUALITIES, HUMAN RIGHTS AND COMMUNITY COHESION

N/A

11. STAFFING/WORKFORCE AND ACCOMMODATION IMPLICATIONS

LAHS staff are required to learn additional skills in order to deliver council services from libraries effectively. A considerable amount of staff training has already been undertaken and more is due to take place over the next three months. An interim staff feedback exercise was conducted in the first week of May to assess colleagues’ views of the implementation of the Pilot to date and to ensure an agile approach where potential improvements are implemented immediately to ensure the most effective Pilot possible.

12. PROPERTY AND ASSETS

Face to Face Customer Services from Eton Wick Library requires minor superficial changes to the ICT Suite. Some Community Libraries require installation of IPT phones and related software.

13. ANY OTHER IMPLICATIONS

None

14. CONSULTATION

Resident feedback will be assessed when the results of the Pilot are reviewed and reported on. Staff feedback to date will be discussed at Panel.

15. TIMETABLE FOR IMPLEMENTATION

Date	Details
07/03/2016	First strand of Pilot commences with introduction of Advantage Cards and Bus Passes at Maidenhead and Windsor Libraries
01/12/2016	Pilot ends
19/12/2016	Pilot report, including assessment, evaluation and recommendations, completed
31/12/2016	Project closed

16. APPENDICES

None

17. BACKGROUND INFORMATION

N/A

18. CONSULTATION (MANDATORY)

Name of consultee	Post held and Department	Date sent	Date received	See comments in paragraph:
Internal				
Cllr Stretton	Principal Member for Culture and Communities	29/04/2016		
Simon Fletcher	Strategic Director Operations and Customer Services			

REPORT HISTORY

Decision type:	Urgency item?
For information	No

Full name of report author	Job title	Full contact no:
Angela Gallacher	Service Manager: Libraries	01628 685641

Stages in the life of the report (not all will apply)	Date to complete
1. Officer writes report (in consultation with Lead Member)	29/04/2016
2. Report goes for review to head of service or DMT	
3. To specialist departments: eg, legal, finance, HR (in parallel)	NA
4. To lead member	29/04/2016
5. To CMT	N/A
6. To the leader	N/A
7. To overview or scrutiny, if a cabinet report	17/05/2016
8. To cabinet	N/A

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