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**To: Cabinet Member Strategic Finance and Resources**

**Date: 20<sup>th</sup> January 2014**

**Subject: Customer Journey**

### **1 Purpose of the Note**

- 1.1 To inform the Cabinet Member Strategic Finance and Resources of the outcome of the discussions that took place at the meeting of the Finance and Corporate Services Scrutiny Board (1) held on 13<sup>th</sup> January 2014.

### **2 Recommendations**

- 2.1 The Scrutiny Board welcomed the report and recommended that the Cabinet Member Strategic Finance and Resources:
1. ensure that an equality impact analysis is carried out as soon as possible;
  2. ensure that the equality impact analysis addresses the needs of people with dementia.

### **3 Information/Background**

- 3.1 The Scrutiny Board considered the report which sets out the approach to how citizens will be able to interact with the Council.
- 3.2 The Board recognised the importance of this programme for the council and local people and questioned officers on a range of issues including:
- the importance of effective engagement with citizens in designing and testing out new approaches in order to ensure that they are easy to use;
  - the current low level of on-line transactions;
  - the support available to help people move from current to new ways of accessing services and the timing of this to make sure that people are not left stranded;
  - the importance of effective management information in designing and developing new approaches and ensuring that managers have the skills to use this effectively;
  - the measures being put in place to address the significant culture change required for citizens, front line staff and services.
- 3.3 In particular, the Board discussed the equality impacts of the changes, both in relation to the physical Customer Services Centre at Broadgate House and other channels of access. The Board were keen to see an equality impact analysis carried out as soon as possible to help shape the customer journey work. They also recognised the significant contribution that the customer journey work could make to the Council's aspiration for Coventry to be a dementia friendly city and would like to see this reflected in the equality impact analysis.
- 3.4 The Board discussed how elected members could contribute to the customer journey, particularly drawing on their experience of work with their constituents and their view of organisational culture. They welcomed the establishment of a member reference group and asked that progress reports be made to the Scrutiny Board every six months.