



Portsmouth
CITY COUNCIL

CUSTOMER COMMUNITY & DEMOCRATIC SERVICES BUSINESS PLAN

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CCDS helps to shape the great waterfront city by making sure our staff, residents, businesses and visitors have the information and advice they need to make the most of the opportunities the city offers, by enabling and empowering our staff and residents to make an active contribution to how the city is run, by supporting residents through life's momentous occasions and, **by generating income and making services run as smoothly and efficiently as possible to ensure the council can put maximum resources into the services people need and value.**

This year we will continue to prioritise our activities around:

- Communication
- Customer
- Democracy
- Engagement & equalities
- New business

Our service is underpinned by providing continual support and encouragement to our staff by ensuring that they have the knowledge and support to offer the best possible service to our customer.

COMMUNICATION

...making sure our staff, residents, businesses and visitors have the information and advice they need to make the most of the opportunities the city offers.

Development and delivery of comprehensive forward plan of marketing campaigns to deliver key corporate and service objectives.

Development and delivery of an internal communications strategy, ensuring on-going increase in % of staff who feel well-informed and proud to work for the council.

Delivering a new council website and intranet, delivering cost-effective channel shift and greater choice for our customers.

CUSTOMER

...by supporting residents through life's momentous occasions and, making services run as smoothly and efficiently as possible to ensure the council can put maximum resources into the services people need and value.

Using customer insight and knowledge management tools to support services in delivering continuous improvement

Supporting services to identify and deliver cashable efficiency savings in the customer service and back-office functions whilst improving customer service.

Delivering the ground floor refurbishment project and improving the customer experience for in-person customers.

Working across all services to encourage channel shift where it delivers improved customer satisfaction and efficiencies.

Reducing avoidable contact

Continue to deliver excellent customer service by delivering enhanced services in Registrars and Web and continually reviewing services processes

DEMOCRACY, ENGAGEMENT & EQUALITIES

...by enabling and empowering our staff and residents to make an active contribution to how the city is run

Making sure that we maximise opportunities for involvement, engagement and participation in matters affecting the city.

Ensuring we are fully prepared for elections by managing the transition to Individual Electoral Registration (IER) in 2014, and through a programme of polling station assessments focussing on accessibility issues as part of the review of polling districts and polling places.

Ensuring compliance with the new EU Data Protection Regulations 2013, when implemented, and that the Public Health Integration into the city council from a data protection perspective is effected seamlessly.

Implementing and integrating the MODGOV committee management system, improving efficiency and providing improved customer experience.

Providing an accessible, relevant and action-orientated approach to engagement and consultation.

Refreshing our equality strategy to meet the needs of our services and communities and ensure that the great waterfront city is shaped by and reflects its growing diversity.

NEW BUSINESS

... by generating income and opportunities

Working with services to create and maximise the use of the city council's assets and opportunities.

Developing a comprehensive, cohesive suite of assets to take to the market as a 'package' of opportunities for prospective national, regional and local businesses.

Continue to make savings for the city council by offering highly creative graphic design, illustration, photography, and associated services solutions, which keeps city council spend within the authority and enables services to make better informed choices which results in improved value for money.

Establish new working relationship with the Guildhall Trust and other partners to ensure the effective and beneficial utilisation of the Lord Mayor's suite and other council offices within the Guildhall to maximise all income opportunities that arise.

Work with other services to maximise opportunities around potential wedding and event venues owned by the council.

Develop an impressive event offer that maximises the use of the venue and generates revenue for the city council.

Actively manage the city councils Trade Marks and pursue any infringement of the city councils marks, ensuring and maintaining the council's interests in any commercial opportunities.

Protect the city council brand and ensure the corporate identity standards are used appropriately and consistently throughout the organisation to make council services clearly visible.

TARGETS

We will continue to measure the following in order to ensure that we are meeting our performance targets:

% of staff who feel well-informed and proud to work for the council

target: increase by

5%

% take up of media releases

target: at least

90%

% Customer Satisfaction (CHD, Comms, Graphic Design, Registrars)

target: at least

98%

Equivalent Advertising Value

target: at least

£750k

Number of online transactions (with x-ref to reduction in contact via CHD)

target:

10%

by 2015

Cashable and non-cashable efficiency savings

target: at least to the value of business plan submitted

Number of people registered to vote

target:

90%

of the adult population of Portsmouth

Demonstrable monitoring of equality analysis

target:

98%

EIAS completed

Demonstrable application of consultation activity

target:

100%

used in commissioning and policy decisions

Annual Performance Report for Registrar's activity

target: ensure that we remain in the top quartile

Graphic design revenue

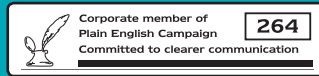
target:

£150k

Compile a database of customers for advertising and sponsorship portfolio

target: at least

1000



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