

WYRE FOREST DISTRICT COUNCIL

CABINET MEETING
26th APRIL 2007

Customer Services Strategy

OPEN	
COMMUNITY STRATEGY THEME:	
CORPORATE PLAN THEME:	Delivering Quality Services
KEY PRIORITY:	Communication and Consultation
CABINET MEMBER:	Cllr. John-Paul Campion
RESPONSIBLE OFFICER:	Head of Human Resources
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APPENDICES	Appendix 1 Customer Services Strategy <i>The appendix to this report has been circulated electronically and a public inspection copy is available on request. (See front cover for details)</i>

1. PURPOSE OF REPORT

- 1.1 To seek adoption of the Customer Services Strategy.

2. RECOMMENDATION

The Cabinet is asked to recommend to Council:

- 2.1 **The Customer Services Strategy for Wyre Forest District Council 2007-2009.**

3. BACKGROUND

- 3.1 The Council has invested significantly in improving its services to customers, and in November 2006 The Customer Service Centre (The Worcestershire Hub) was opened in Kidderminster Town Hall. Satellite Hubs will also be opened in Stourport Civic Centre and Bewdley Cash Office.
The Worcestershire Hub will be the first point of contact for the majority of the Council's customers.
The Strategy reflects the Council's values of putting customers first, being open, responsible and accountable.

4. THE WAY FORWARD

- 4.1 The Customer Services Strategy puts customers at the heart of Council business and aims to improve the customer experience in Wyre Forest over the forthcoming years.

- 4.2 Customer Consultation Surveys will be carried out to better understand the needs of our customers.
- 4.3 Employees will receive regular awareness training, together with a range of formal skills development courses to ensure a high standard of personal commitment is achieved when resolving customer concerns.
- 4.4. The Customer Services Strategy will continue to develop the Partnership working within both the County Council and the other five Districts within the Worcestershire Hub and other partner agencies with which we work closely.
- 4.5 The development of the Strategy will be monitored and reported to the Corporate Management Team.

5. FINANCIAL IMPLICATIONS

- 5.1 It is too early to identify financial implications at this stage. Any potential costs would need to be considered at the next budget cycle.

6. LEGAL AND POLICY IMPLICATION

- 6.1 The Customer Services Strategy clearly links to both the Council's values as outlined in the Corporate Plan and the Branding Strategy.

7. RISK MANAGEMENT

- 7.1 No Risk Management implications have been identified.

8. DIVERSITY

- 8.1 WFDC recognises and celebrates the diverse nature of employees, service users and visitors to Wyre Forest. As an Authority we oppose all forms of unlawful or unfair discrimination on the grounds of age, disability, gender, race, religion or belief and sexual orientation and this is reflected in the Strategy.

9 CONCLUSION

- 9.1. The development of the Customer Services Strategy will confirm the Council's commitment to provide ongoing excellent services to the Community and Customers of Wyre Forest District Council.

10 CONSULTEES

- 10.1 CMT
Cabinet Member for Finance and Corporate Affairs

11 BACKGROUND PAPERS

- 11.1 None