

“EASYACCESS” PROJECT REPORT

GENERAL PROGRESS

The contact centre has now been operating successfully for 18 months and continues to expand in terms of services and volumes of calls. The technology continues to operate reliably with no major interruptions to the service and staff morale remains high with the staff enthusiastic and positive about its future.

Since its opening, the contact centre has received 34,611 calls of which 2,962 were abandoned (8.5%) although only 5% of these abandoned calls were received within working hours. 77% of calls were answered within 7 seconds and the average wait time was 17 seconds. Call handling times have been reduced from 5 minutes, 39 seconds in January 2007 to 4 minutes, 17 Seconds in December 2007.

For comparison, the total number of calls received by the Council switchboard during this time is 116,883.

The following service activities have now been successfully transferred :

- Revenues live on 25 September 2006 averaging 534 calls per week.
- Special Collections live on 4th June 2007 averaging 151 calls per week.
- Jobs Hotline live on 12th September 2007 averaging 99 calls per week.
- Elections Hotline for the May 2006 elections with approximately 300 enquiries
- Licensing Helpline taking calls for enquiries and appointment bookings.

The transfer of Refuse and Recycling enquiries to the contact centre has started and is expected to be completed by April/May 2008. The contact centre is currently at full capacity and there is no space for the additional member of staff who will be required to handle the additional calls that will transfer with refuse and recycling enquiries.

The volume of administrative work associated with the services that have transferred to the contact centre has placed an additional workload on the call centre. This work associated with this will be reviewed shortly and it is likely that this will lead to the identification of an additional post within the contact centre to handle this.

An initial set of 29 services were identified by departments and subsequently approved by the project board as potentially feasible for transfer to the contact centre at its meeting on 16 November 2006. The implementation team worked with the service departments concerned with these 29 services to capture and analyse call information for them and a draft plan has now been developed to transfer those that are considered feasible at this point. The project board is asked to give its approval to the indicative order and time scales of the draft plan shown in Appendix I. Further information on the data analysis for the 29 services will be provided in a separate report to this project board meeting as supporting information for this plan.

A sub-group of the project board met on three occasions during 2007 to consider the corporate issues that had been identified by the implementation team as major

barriers to progress with the project. These issues were mainly concerned with the establishment of a customer service unit and the identification of larger office accommodation. The work of the sub-group led to the development of an overarching Customer Services Strategy as this was considered by the group as essential for the further development of the contact centre.

While all the other national work streams of modernising government, including Dialogue Youth, National Entitlement Cards, and Corporate Address Gazetteers have continued to develop, the funding for these ends at the end of March 2008. These workstreams need to be embedded into the various work plans of the Council as they are now National Outcomes to which the Moray Council is fully committed. Funding will therefore need to be identified to replace this previously ring fenced MGF funding in order to enable their on-going development and maintenance after 1 April 2008.

WORKSTREAMS - PROGRESS

Contact Centre Developments

General

- The contact centre now has a staffing complement of six contact centre officers and one supervisor.
- Special Collections - went live on 4th June 2007. Average 151 calls and 8 emails received per week.
- Jobs Hotline - went live on 12th September 2007. Average 99 calls & 36 emails received and 94 online & 58 paper applications logged per week.
- Elections Hotline - Approx. 300 enquiries regarding last May's elections. The service was also used to assist with the Elgin City South by-election.
- Licensing Helpline - taking calls for enquiries and appointment bookings regarding the implementation of new licensing legislation.
- Access Moray Card - Transfer of the national helpline took place on 11th February. Scripts and processes were developed for this.
- Refuse and Recycling Enquiries - Gathering information on current services and processes. Investigating options and costs for required back office integration.
- Statistics :

January 2007	2,245	(Revs only)
February	2,275	(Revs only)
March	3,374	(Revs only)
April	2,631	(Revs 2426, Election 205)
May	2,488	(Revs 2401, Election 81, Bulky 6)
June	3,155	(Revs 2314, Bulky 841)
July	3,207	(Revs 2323, Bulky 884)
August	3,019	(Revs 2214, Bulky 803, Jobs 2)
September	3,220	(Revs 2110, Bulky 725, Jobs 385)
October	3,514	(Revs 2308, Bulky 714, Jobs 492)
November	3,269	(Revs 2246, Bulky 628, Jobs 395)
December	2,214	(Revs 1537, Bulky 416, Jobs 261)
January 2008	3,937	(Revs 2355, Bulky 848, Jobs 673, Election 9, Licensing 52)

- FAQ database developed and integrated into Contact Central. This is currently used to support the Licensing enquiries, with National Entitlement Card FAQ's due to be added.
- Enquiry screens have been developed in Contact Central to give staff access to real-time property and tenancy information from the housing system.
- Functionality has been developed to allow the system to handle face-to-face enquiries. This has still to be fully tested and will ultimately allow us to replace the original Siebel 2000 environment used at Forres, Buckie and Cameron Park Brae.

Forms / ESD

- The Quick Address based 'Where's my Nearest?' has been replaced with a solution based on our existing web maps technology.
- Electronic Forms and associated back-office system developed to handle roads permit applications has been shelved pending direction from the service department.
- Statistics are now being produced from the Equal Opportunities data captured from the online and paper-based job applications.
- A Frequently-Asked-Questions database has been developed for use on the council Internet site. This is currently being populated with information.
- Various online forums have been developed e.g. Improvement suggestions, English as an additional language, Document Retention etc.
- A facility has been put on the internet site to allow the public to list and view consultations.
- Various other online forms have been developed covering fraud reporting, complaints reporting, staff and public surveys, education maintenance allowance.
- A plan has been developed to upgrade from the existing Mandoforms eForms system to the replacement IDOX system.

Data Collection

- The data collection exercise for gathering service metrics associated with the 29 service activities has been completed - see Appendix A.

Self Service

- Various changes made to Council website in line with SOCITM best practice
- Exercise to benchmark our website with leading council websites
- New forms added to self-service pages
- Formfinder facility being prepared for deployment on self-service pages
- Open Day events held in September 2007 to promote Easy Access (and other ICT initiatives) to members and staff
- Display stand used to promote uptake of online services at events, public reception areas, etc.

Smartcards

- The National Entitlement Card (NEC) incorporating the Access Moray card has been rolled out to all secondary school pupils during 2007/08. One side of the card has a standard national design element, enabling identification across Scotland, with the reverse of the card being reserved for local use. No old style Access Moray cards are now produced - 6000+ cards have been issued

- National cards for elderly and disabled people were introduced in April 2006 and for young people in January 2007. Plans are in place transfer all card related telephone enquiries to the contact centre on 11th February.
- Agreement has been reached with Young Scot to lower the age limit for the NEC card to 11 year olds which has resulted in the Dialogue Youth team being able to start the process of issuing cards to young people during primary 7. Although the cards are issued to young people prior to transferring to secondary school there remains the problem of populating the catering system with the card numbers in advance of the start of term. Moray Council are working towards developing a solution to automate the process of updating the card numbers within the catering system.
- In partnership with trading standards and with support of Grampian Police and licensing board, all traders in age restricted goods have been contacted and received publicity material on the card as a proof of age card
- National and local discount schemes continue to be developed. The Dialogue Youth team have established groups of young people to negotiate discounts on behalf of all young people across Moray.
- The Council web site has been updated to reflect changes brought about by the introduction of the National Entitlement Card.
- The card is being extended for use with other services with the help of the Improvement Service. Moray Council has installed an NEC enabled version of the library system and testing will commence in February 2008. Similar work is planned for the leisure system following this.

Dialogue Youth

New Access Moray/National Entitlement Card

- All Secondary school young people have had opportunity to receive new card. No in house (old style) access Moray cards now produced. 6000+ cards have been issued
- Out of school young people are able to apply at libraries and Access points. A promotion campaign is underway for this age group
- Arrangements in place for contact centre to receive and respond to calls from the public
- This years P7's will be receiving the new card. This will be the only age cohort to need annual 'mass' distribution and processing of forms
- New arrangements with schools for replacement cards/catch up arrangements working well
- In partnership with trading standards and with support of Grampian Police and licensing board all traders (in age restricted goods) have been contacted and received publicity material on the card as a proof of age card
- As part of national police drive to curb under age sale of alcohol dialogue youth is assisting efforts to recruit young people
- Number of replacement cards requested is an issue. Old system of charging for replacement cannot be replicated as nationally cards are free. On basis that resources will have to come from some where to service costs , authorities may well be charged directly or through claw back
- Challenge to add new services to the card

- Ongoing issue with schools of additional administrative burden

Cashless Catering

- All 8 secondary schools are now cashless

Youth Council

- Has met 4 times. Chairs elected, sub groups established and further meetings scheduled.
- Schools have agreed to release young people 3 times in an academic year
- The Council is recognised by the Children and Young person's Partnership and has direct membership on that group
- Local youth forums (CLD) have only been developed in Elgin

Youth Participation Framework

- Progress report submitted to Policy and resources March 28 2007
- A Youth Engagement Strategy presented and approved by Children and Young People's Partnership (16 January 2008)

Discounts

- Plan to train discounters in all towns in Moray by end of March 2008.

Web Portal

- The moray pages of the Young Scot portal continues to receive national and local accolades
- Hits on the site have increased seven fold in the year
- Moray asked to pilot the 'What's on Where' national initiative which will enable young people to find out about all local and national opportunities available to them. Servicing of that initiative locally will have significant time implications and on going promotion
- There is a waiting list of young people wanting to be trained and involved as hack packers

Scottish Youth Parliament

- Elections in May 2007 in all Secondary Schools saw the appointment of 2 new Moray SYP's. Since their appointment they have attended a variety of local and national meetings

Secondary School Student Council Conference

- Conference held on 27 November 2007 at Elgin Town Hall. Attended by 45 young people from all Moray's Secondary Schools and by teachers. Seen as a taking stock conference and the sharing of where school council's could go and their potential contribution to a range of education and social targets. Consideration is being given to a follow up with individual schools and possible extension to primary schools.

Corporate Address Gazetteer (CAG)

- CAG now fully integrated into Uniform System

- CAG now supports and is used as the primary address gazetteer for five services,
 - √ Building Standards
 - √ Development Management
 - √ Estates
 - √ Environmental Health
 - √ Trading Standards
- ASBO team due to go live April 08.
- Implementation of “Where’s My Nearest” to the councils web site using CAG
- “Where’s My Nearest” to be extended to include pay points and used by Contact Centre staff to give nearest information to the public for cash collection
- Weekly updates to the National Gazetteer to be used as address database/gazetteer for E-planning and Citizen Accounts
- No improvement/development work required by National Gazetteer is being carried out due to lack of resources. Only maintenance work is being done.
- Preparing for new British Standard Version BS7666 2006
- Problems moving to new British Standard Version BS7666 2006 due to supplier and costs

On-line Planning (e-planning)

- Now part of a national programme being “rolled-out” across Scotland. Agreements between individual authorities are in the course of being signed-off.

KEY ISSUES FOR THE PROJECT BOARD

- 1. Note that the contact centre is operating well for Revenues, Special Collections, Jobs Hotline, Elections Hotline and Licensing Helpline.**
- 2. Note that 34,611 calls have been received since go-live in September 2006, 77% of which were answered within 7 seconds, 8.5% abandoned (although only 5% of these are within current working hours) and an average wait time of 17 seconds.**
- 3. Note that general refuse and recycling enquiry is the next service to transfer to the contact centre with a provisional implementation target of April/May 2008.**
- 4. Note the next set of services as detailed in Appendix A.**
- 5. Note progress of the other work streams.**
- 6. Note additional accommodation for the Contact Centre will be required.**
- 7. Note the need to address organisational and staffing issues if additional services are transferred to the contact centre for example, and how it sits with other means of access to Council services.**

APPENDIX A – Draft Plan for transfer to the contact centre

Service	Indicative Time Scales
National Entitlement Card enquiries	February 2008
Ordering aids & adaptations ('Telecare')	April 2008
Refuse and recycling enquiries	April 2008
Roads and streetlight defects	July 2008
Pest control & dog warden	October 2008
Housing repairs	April 2009
Applying for free school meals	July 2009
Applying for a clothing grant	July 2009
Applying for Education Maintenance Allowance	July 2009
Making a general education enquiry	July 2009
Making a Corporate complaint	October 2009