

LIFT SW Customer Focused Business Transformation Network

MINUTES of CFT Steering Group (SG) Telcon 08-Feb-08

Present:

- Caroline Taylor (Torbay)
- Pat Pratley (Cheltenham BC)
- John Rogers (Wilts CC) *SW Customer Service Managers Group (SWCSMG)*
- Linda Le Milliere (Somerset CC) *SW Flexible Working Group (SWFWG)*
- Aly Murdoch (Mendip DC / IDeA) *SW esd-Toolkit Local Community (SWTLC)*
- Rodney Semple (Gloucestershire)
- Peter Shields (LIFT SW Partnership)
- Anita Tadayon (LIFT SW Partnership)

Apologies:

- Sue Bickler (Bournemouth)
 - Denise Lyon (East Devon)
 - Bob Clark (Torbay) *SW e-Government Group (SWeGG)*
 - Ian Parr (Bristol) *SW Flexible Working Group (SWFWG)*
 - Helen Frances (Salisbury) *SW Customer Service Managers Group (SWCSMG)*
 - Paul Critchley (Carrick)
 - Diane Demerger (Devon CC)
 - Julian Morley (LIFT SW Partnership)
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1 Introduction and Welcome

Noted that it may be more appropriate to hold bi-monthly rather than monthly calls
Caroline Taylor suggested a review of the call frequency after the next CFT conference and in our March telecon.

Future telecons:

- **Wed 05-Mar** TelCon at 13:00
- **Thu 10-Apr** TelCon at 10:00

2 Review Minutes and Actions

Apologies noted for the confusion on telecon timing between minutes and emails

Continuation (or not) of an independent SW Customer Service Managers Group

- Helen to action ASAP

ACTION: Helen Frances

Continuation (or not) of an independent SW Flexible Working Group

- Linda will action ASAP (after the call!)

ACTION: Linda Le Milliere

Network membership

- No new suggestions from Steering Group for new members (particularly) elected members not currently on mailing list.

ACTION: All

3 “Sharing Agenda” Conference 25th February

Members were reminded to sign up and encourage colleagues.

Note: Further to the telecon, the conference was held on the 25th of February. A number of Steering Group members attended including Bob Clark, Caroline Taylor, Pat Pratley, Rodney Semple and Aly Murdoch. Apologies received from Diane Demerger and Paul Critchley.

The feedback from the day was very positive and is provided as a separate attachment for your information and discussion in our March telecon.

4 Future Conferences

Future conferences were discussed and are included in the pipeline:

Q2 '08: Customer Channel Management – In planning phase

– working with John Rogers, Caroline Taylor and Pat Pratley to progress – tentative date set for Thursday 5th June 2008

Q3 '08: Culture Change – In discussion phase.

A hot topic that will attract a lot of attention

Need to focus on a few aspects to avoid being too general e.g. Knowledge transfer, approach to culture change etc.

5 Newsletter

The first newsletter will be out early March 08

Request was made for articles about programmes and projects that are directly impacting customers and can give customer insights

Caroline Taylor (Housing); Pat Pratley (Customer Contact Project – Systems Thinking and Paul Critchley (Customer Focus Groups for service design across authorities) all offered to write brief articles. An email was sent detailing the requirements. Caroline's article received with thanks and included in the March issue. Keep the rest coming for the next issue!

ACTION: Pat Pratley (John Stead) for May Issue

ACTION: Paul Critchley for May Issue

Paul Critchley and John also offered to contribute to an LGR corner - 'where Cornwall and Wiltshire tell us how things are going and (particularly) how they are setting about managing change'. These would need to be cleared with Programme Directors, but it's hard to envisage a SW 'transformation' newsletter that doesn't mention the two biggest SW transformations of all! A neutral piece on the scale of the change, number of citizens affected, the fact that Cornwall and Wilts will be amongst the largest councils in the country, etc. may be a good starting point.

ACTION: John Rogers and Paul Critchely for May Issue

6 Field visit to Clarks International

This is planned for March 14th in Street.

Communications sent to CFT network and now wider community.

Eleven bookings received so far and four remaining places.

A member of LIFT SW transformation team will be present to document learnings for wider circulation.

7 Future Action Learning Events and Field Visits

Q2 '08: Customer Contact Centre(s) – In discussion/ phase

Opportunities to visit a number of Contact Centres within the region were put forward including some outside the region such e.g. Kent Contact Centre.

Q2 '08: ERP Learnigns – In discussion phase

A number of authorities are scoping or implementing ERP systems (mostly SAP?) and an action learning group on this topic could be very popular.

A quick scoping of the above proposals needs to be carried out

ACTION: Anita Tadayon

8 South East Shared Services Web Based Questionnaire

South East RIEP has developed a web based questionnaire to gather information from their local authorities on current shared services activities. This documents a lot of useful information for sharing but does require much follow-up to get the questionnaire completed.

The Steering Group discussed the value and interest of rolling this questionnaire out to South West region.

John Rogers made the point that the information is out of date almost as soon as it is collated and it is more powerful to take a demand-pull approach i.e. if a couple of authorities come forth requesting information on particular topic then it makes sense to tailor a focused survey to meet a specific need.

Pat Pratley suggested Ken Dale from Cheltenham may be a helpful contact reference using Google Group to gather information. Peter Shields to follow-up.

ACTION: Peter Shields

9 AOB

Next Telecon – March 5th 13:00-14:00