

LIFT SW Customer Focused Business Transformation Network MINUTES of CFTN Steering Group (SG) Telcon 10-Jan-08

Present:

- Pat Pratley (Cheltenham BC)
- Diane Demeger (Devon CC)
- Rodney Semple (Glos. CC)
- Julian Morley (LIFT SW Partnership)
- Peter Shields (LIFT SW Partnership)

Apologies:

- Anita Tadayon (LIFT SW Partnership)
 - Linda Le Milliere (Somerset CC) *SW Flexible Working Group (SWFWG)*
 - Caroline Taylor (Torbay)
 - Bob Clark (Torbay) *SW e-Government Group (SWeGG)*
 - Sue Bickler (Bournemouth)
 - Ian Parr (Bristol) *SW Flexible Working Group (SWFWG)*
 - Aly Murdoch (Mendip DC / IDeA) *SW esd-Toolkit Local Community (SWTLC)*
 - Paul Critchley (Cornwall CC - LGR team)
 - John Rogers (Wilts. CC - LGR team)
 - Denise Lyon (East Devon DC)
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1. Introduction and Welcome

- New member Diane Demeger was welcomed to the Steering Group.

2. Minutes of last Telcon and matters arising

CFT-N Newsletter

- Addressed under Item 4a, below.

Network membership

- There have so far been no suggestions from Steering Group members on widening Network membership by inviting specific officers and (particularly) elected members not currently on the mailing list.

ACTION: All

Action Learning topics

- Addressed under Item 4c, below.

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

- No news on whether Helen has canvassed members of this group.

ACTION: Helen Frances

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

- No news on whether Linda has canvassed members of this group.

ACTION: Linda Le Milliere

Engaging elected members in the Transformation agenda

- The procurement of training suppliers for the LIFT SW courses will include a requirement for free-of-charge 'top table' briefings at councils.

3. Forthcoming Conference: “The Sharing Agenda”, Exeter 25-Feb-08

The group was reminded of the agenda and urged to register (and encourage colleagues to register) if they had not already done so.

ACTION: All

4. Review of activity pipeline for 2008 Q1 & Q2

a) Newsletter

Anita's proposal for the Newsletter was reviewed. There were some concerns about the value that a Newsletter would deliver compared to the effort required to produce it. Julian explained that the target audience is 'everyone else' rather than 'preaching to the converted', and previous LIFT SW newsletters (in both paper and electronic form) have proved valuable in raising the profile of our activities and in getting senior management and elected members engaged.

It was agreed to do an initial newsletter to test demand, with an expectation that further newsletters would be issued every two months,

ACTION: Anita / others

b) Field visit to Clarks International

- This will definitely go ahead, probably in March. Anita will finalise the date.
- In view of the shopping opportunities in Street, it was suggested that the day be timetabled to allow time for shopping, and that this be made a 'selling point'.

ACTION: Anita

c) Action Learning topics

- Paul Critchley has suggested that the LGR councils could usefully share learning.
- Group members identified BPI in Customer Contact Centres as a potential topic (certainly of interest to Diana, Rodney and Pat), to include sharing learning on approaching the national metrics (e.g. 'avoidable contacts' – see Item 5, below).
- *Subsequent to the telcon, Rodney suggested:*
 - ERP implementation and benefits delivery (which links in with process redesign)
 - Developing shared services (which can have some links with ERP...)

ACTION: Anita / Peter

d) Theme for May 2008 CFT-N conference

- Customer Access / Channel Management was agreed to be a suitable theme. Diane, Pat and Rodney felt that all three of their councils could contribute presentations or workshops on this theme.
- Pat suggested “Achieving cultural change” as a potential theme for a future conference

ACTION: Anita / Peter

5. Other business

a) Response to CLG on the 'avoidable contacts' National Performance Indicator

Pat reported that Cheltenham had responded robustly to the consultation opportunity, and had been highly critical of this Indicator. She wondered if the SW C-FT Network should send a collective response? She would send Cheltenham's response to Peter for him to take a view as to whether we might get buy-in to a collective response from the Network.

ACTION: Pat

Note: Cheltenham duly sent a copy of their response to Peter, but as the consultation deadline was 21-Dec-07 it was too late to organise a response in the Network's name.

5. Next telcon

The next telcon will be at 13:00 on 8th February 2008.

Peter Shields