

## RECORD OF EXECUTIVE DECISION

Monday, 20 December 2021

**Decision No:** (CAB 21/22 32874)

DECISION-MAKER:	CABINET
PORTFOLIO AREA:	Cabinet Member for Customer Service and Transformation
SUBJECT:	Customer Access Strategy
AUTHOR:	James Marshall

### THE DECISION

- (i) To approve the attached Customer Access Strategy and adopt the principles and approaches outlined in the strategy. Ensuring that all council services are designed or working towards being customer focused and easy to access.
- (ii) For the Customer Access Strategy 2022-2026 to supersede the current Customer Strategy 2018-2022.
- (iii) To delegate authority to the Executive Director Business Services to make minor amends to the Customer Access Strategy during its period of effect following consultation with the Cabinet Member for Customer and Transformation.

### REASONS FOR THE DECISION

To ensure the council has an agreed and published statement setting out its strategic approach to delivering services, to drive improvements for customers accessing and using council services.

### DETAILS OF ANY ALTERNATIVE OPTIONS

An alternative option is to do nothing and not to revise the current Customer Strategy. This option is not recommended as it is important for the council to refresh its strategy in order to help customers, communities and staff understand the council's vision.

The council could choose not to have any customer strategy but this risks not being clear with the organisation about the expected standards and the direction of travel.

## **OTHER RELEVANT MATTERS CONCERNING THE DECISION**

Cabinet considered the following recommendations received from Overview and Scrutiny Management Committee meeting held on 16th December 2021.

- i) That the document referenced the consultation that had informed the Customer Access Strategy.
- ii) That, to improve customer service, feedback was provided to those who submit web forms informing them of the action that had been taken, even if there had been no action.
- iii) That, reflecting the improvements that had been made, the approach outlined in the Customer Access Strategy was promoted across the city to encourage residents who may have been disillusioned by previous experiences to have confidence in contacting the Council.

## **CONFLICTS OF INTEREST**

None.

## **CONFIRMED AS A TRUE RECORD**

We certify that the decision this document records was made in accordance with the Local Authorities (Executive Arrangements) (Access to Information) (England) Regulations 2000 and is a true and accurate record of that decision.

Date: 20<sup>th</sup> December 2021

Decision Maker:  
The Cabinet

Proper Officer:  
Judy Cordell

## **SCRUTINY**

Note: This decision will come in to force at the expiry of 5 working days from the date of publication subject to any review under the Council's Scrutiny "Call-In" provisions.

Call-In Period expires on 3 January 2022

Date of Call-in *(if applicable) (this suspends implementation)*

Call-in Procedure completed <i>(if applicable)</i>
Call-in heard by <i>(if applicable)</i>
Results of Call-in <i>(if applicable)</i>