



Staffordshire Leaders Board

Single Front Door

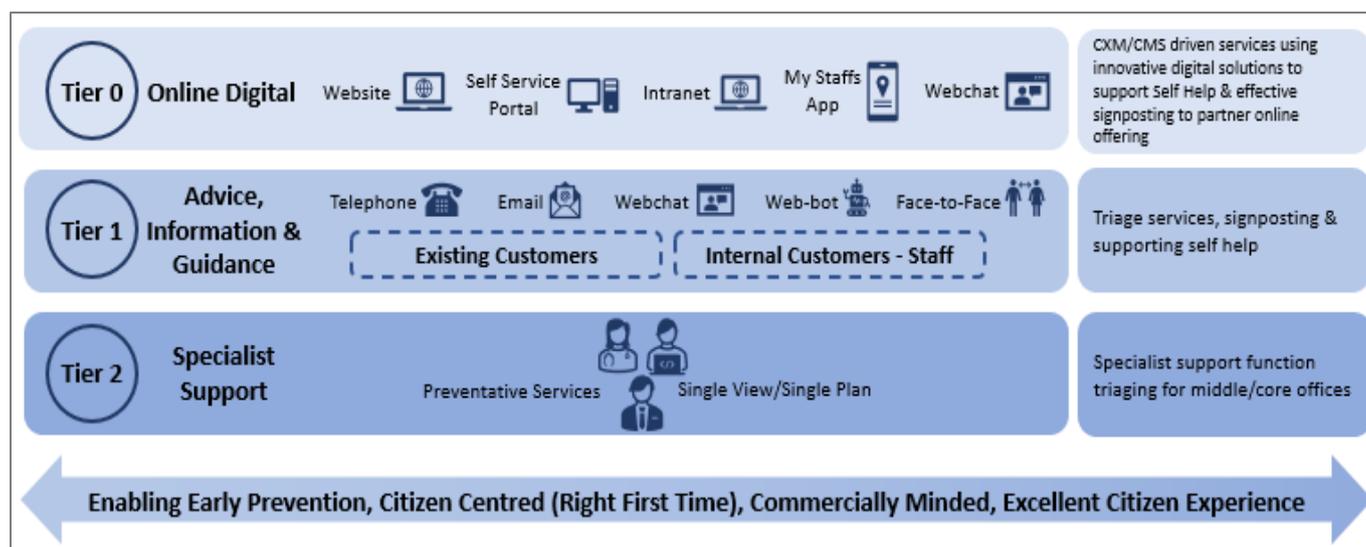
1st December 2022

Recommendation

1. It is recommended that the Leaders Board note the progress of the Single Front Door Programme as detailed in this paper.

Report from the Leader of Lichfield District Council

2. In February 2022, authorities across Staffordshire agreed to establish a Single Front Door Working Group to scope the benefits of greater alignment and integration of our front doors and customer service operations. Delivering a high-quality customer experience to the people of Staffordshire is at the heart of all Staffordshire councils' plans, and it was acknowledged that exploration of a Single Front Door could deliver multiple benefits for our residents.
3. The proposed model for joining up services is based on a triage style approach, led by individual need and will be digital by design. It aims to support residents to self-serve wherever possible and where not, for the new service to provide high quality solutions without the need for multiple handoffs between organisations.
4. The high-level Target Operating Model (TOM) has been approved by the Leaders' Board and CEO Group (detailed below):



5. The Detailed TOM is nearing completion and is set to be considered by the Programme Board and Leaders Board in late 2022/early 2023.
6. In October 2022 the Staffordshire Leaders' Board agreed that Staffordshire County Council and Lichfield District Council would lead on the investigation of three key pilots.





7. The three pilots currently under investigation are:
 - **Single phone number** – investigating how Staffordshire and Lichfield could join under a single phone number for customers, through the use of innovative digital solutions including intelligent telephony, along with learning and development approaches to deliver holistic advice and guidance.
 - **Customer satisfaction measurement tool** – investigating how Staffordshire and Lichfield could deliver a cohesive solution to measure customer satisfaction across all access channels, including online, telephone, social media and face to face, so that Staffordshire and Lichfield can be fleet of foot capturing feedback and improving the customer experience.
 - **Online signposting and comms** – investigating how Staffordshire and Lichfield's digital offers can better support customers and reduce their need to visit multiple websites for services provided locally by each council, including more open and transparent communications around service delivery timescales.
8. The pilots will be led by Staffordshire County Council and Lichfield District Council and other districts and boroughs across the county have been invited to consider whether they wish to play an active role in any, or all, of the three pilots. A number have expressed interest to date.
9. Each pilot has a working group established and initial kick-off meetings have taken place to ensure they move at pace. The progress of the pilots will be reported to the Leaders Board and CEO Group on a regular basis.
10. Target timeframes for the Single Front Door programme and pilots are as follows:
 - **Detailed Target Operating Model:** 25 November 2022 - Programme Board, January/February 2023 - Leaders Board.
 - **Delivery of pilots:** December 2022 – December 2023, with some key milestones achieved before 1 April 2023.
 - **Review of pilots at Staffordshire Leader's Board & CEO Group:** Bi-monthly.

ENDS

