

## 5. An Efficient and Effective Council

A customer-focused organisation, delivering efficient, high quality services that meet people's needs

### Oxford City Council Corporate Plan Priorities 2016-2020

**Continue to deliver high quality services** to residents and businesses in the City ensuring the flexibility to deal with uncertainty about future funding.

**Continue to invest in technology** to provide customers with more flexible and lower cost ways of accessing services.

**Manage our property and assets** effectively to generate savings and maximise returns.

**Manage our contracts and procurement processes** effectively to deliver maximum value for money and continue to develop our anti-fraud capability to protect public money.

**Recruit, develop and value** a diverse workforce which reflects the make-up of the community that we serve, tackling barriers to employment and career progression.

### Key Achievements for 2017

Set up an electronic billing system for utilities, saving around £70,000 per year on utility company billing errors. Accurate billing also identifies and helps address excess energy use at Council owned sites.

Achieved Customer Service Excellence re-accreditation.

The first council in the country to be awarded 'excellent' status by UK quality standard QUEST, for our sports and physical activity provision.

Successful re-accreditation of Investors in People, Gold Champion status, emphasising strong leadership and management development.

Improved the ability of customers to access information and transact with the City Council on-line with over 37% of all customer transactions now conducted on line.

£70,000 of financial savings realised through ICT contracts and efficiencies gained in the way we deliver our services through multi-skilling staff.

Renegotiated the City Council's pay deal to ensure a fair deal for staff and one which is affordable for the City.

Achieved £1.6 million of savings arising from fraudulent activity including the recovery of 29 illegally sublet council dwellings.

Surpassed collection targets of Council Tax, Business Rates and Rents increasing income for the council.

Engaged with the roll out of Universal Credit for working age claimants from October 2017 including assistance with signposting applicants and assisting claimants with on boarding to DWP systems.

Established a discretionary business rates scheme funded by Government Grant for changes in businesses rates arising from recent revaluation exercise.

Enabled Customer Services staff to sign up customers for electronic billing and direct debits whilst customers are on the phone.

Upgraded our Financial Management System to improve council efficiency.

Trialled a Get Online Week to help people get on-line. Plans in place to launch an online centre at Rose Hill Community Centre 3 days a week.

Established a wholly owned company, Oxford Direct Services Ltd, for external trading and delivery of core services such as street cleaning, refuse collection, building works, engineering and motor vehicle repairs

### Areas of Focus 2018 – 2020

Continue establishment Oxford Direct Services Ltd, which will deliver efficient, value for money, public services and generate long term sustainable growth in income through external trading.

Continue promotion and increase take up of electronic contact with public for electronic billing of business rates, council tax and sundry debts. Increase use of Twitter, Facebook, texting and Instagram for contact with customers.

New target established to measure 'channel shift' – success measure of 'The level of self-service transactions as a percentage of total contact with the Council to 40% by 2019/20 from a baseline of 30% in 2016/17.

To promote and trade the Councils Counter Fraud services with other organisations for financial returns to

| Success Measures   | 2017/2018 Targets | 2017/2018 Projected Outcome  |
|--|-------------------|--|
| Level of staff engagement based on best companies staff survey results | Positive          | Achieved   |
| The percentage of customer satisfied at first point of contact         | 84%               | Tracking at 81.86%. In response we have improved the "contact us" pages and implemented web chat |
| Delivery of the Council's cost savings and income targets              | £3.230,00         | On track   |

## **5. An Efficient and Effective Council**

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the Council and protection of the public purse.

Retain our Investing in People, Gold Champion Status.

Launch Oxford 2050, a vision for city, to guide strategic planning for the council as well as others in the city.