

5. An Efficient and Effective Council

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

Corporate Plan Priorities 2016-2020

Deliver high quality services to residents and businesses ensuring the flexibility to deal with uncertainty about future funding.

Invest in digital technology to provide customers with more flexible and lower cost ways of accessing information and services.

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

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

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.

Set up an electronic billing system for utilities, saving around £70,000 per year and help 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, reflecting the Council's effective management development programme.

Improved the ability of customers to access information and transact with the City Council on-line; 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 a stable basis for the Council's forward financial planning.

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

Surpassed collection targets of Council Tax, Business Rates and Rents.

Implemented the roll out of Universal Credit for working age claimants from October 2017, including assistance with signposting applicants and assisting claimants to move over 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

Priorities for 2018 – 2020

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

Continue the promotion of electronic interaction with the public for billing of business rates, council tax and sundry debts.

New target established to measure 'channel shift' – success measure of 'The level of self-service transactions

Key Achievements in 2017

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 the "contact us" pages on the website have been improved and web chat has been implemented.
Delivery of the Council's cost savings and income targets	£3.230,00	On track

as a percentage of total contact with

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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.

Retain our Investors 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.