

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 in 2018

Oxford City Council has continued to deliver efficiency savings during 2018/19 to a value of £0.5 million in addition to £2.9 million achieved in the previous 3 years.

Successful launch of Oxford Direct Services Ltd, wholly-owned by Oxford City Council, which provides services to more than 150,000 residents on our behalf, and with income generated from working for other clients reinvested in services for Oxford's residents.

Improved the Council's website, achieving the 2nd highest satisfaction level for a local authority website nationally as measured by GovMetric Satisfaction Index.

Introduced on-line tools to analyse the number and type of interactions with our customers and improve our on-line form design.

Increased self-service transactions through web chat, automated payment and telephone services. Launched on-line landlord portal.

Commissioned a new housing software system that, when implemented in 2019, will streamline working practices and provide an opportunity for customers to make online housing applications.

Launched a smartphone service so customers can submit recordings in support of noise complaints.

Relaunched Oxford City Council's community newsletter *Your Oxford*, changing the format to provide more detailed information, increasing frequency and saving public money.

Achieved Customer Service Excellence re-accreditation.

Established a new approach to managing major development and ICT projects, with 16 projects completed during 2018/19 resulting in community benefits or internal efficiencies.

Council Fraud Investigation Team became the first nationally to win the Excellence in Counter Fraud award for three years running from the Institute of Revenues Rating and Valuation. [Winner of/Shortlisted as Finalists *tb* for] the Local

Government Chronicle Team of the Year award.

Achieved significant growth in our Fraud service working with other organisations in the private & public sector, increasing target income for the council by 400%.

Priorities for 2018 – 2020

Delivery of the updated Oxford Direct Services business plan, which will increase capital investment and boost the rate of growth and income generated for the Council.

Continue to work to increase the diversity of the Council's workforce to better reflect the communities we serve and ensure we are seen as an employer of choice.

Maintain our awards including Customer Service Excellence Payroll Assurance Scheme and Investors in People accreditation.

Deliver a new Customer and Digital Technology Strategy to further improve our customer experience, self-service opportunities and automation of our processes.

Implement a new system to make it easier for residents to make payments through a range of digital and non-digital channels.

Continue to invest in critical digital and technology to further improve the security of the City Council's

Success Measures	2018/2019 Targets	2018/2019 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	85%	On track
Delivery of the Council's cost savings and income targets	£4684,000	On track.

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systems, ensure the health and safety of staff, residents and service users; and to enable staff to better work remotely, increase their efficiency in responding to service users' needs, facilitate collaboration, and increase digital skills.

Formation of a Social Housing Provider Data Hub to proactively tackle tenancy fraud and abuse.

Invest £34,000 to create a mobile accessibility app to make it easier for people with a disability to access city venues.

Development of a new Oxford City Council Corporate Plan to set out our strategy and objectives for delivering high quality services for the people of Oxford for the period beyond 2020.