

Minutes of a meeting of the **JOINT PERFORMANCE MONITORING PANEL AND POLICY DEVELOPMENT PANEL** held in the Council Chamber, Council Offices, Priors Road, Spalding, on Tuesday, 25 July 2023 at 6.00 pm.

PRESENT

A R Woolf (Chairman)

| | | |
|-----------|--------------|---------------|
| B Alcock | L J Eldridge | I Sheard |
| D Ashby | A Harrison | T Sneath |
| P Barnes | M Hasan | J Whitbourn |
| M D Booth | S Hutchinson | D J Wilkinson |
| N Chapman | J Le Sage | |
| S Chauhan | M Le Sage | |

Apologies for absence were received from or on behalf of Councillors J Avery, A C Beal, C J T H Brewis, M Geaney, J L Reynolds and S-A Slade

In Attendance: The Assistant Director - Wellbeing and Community Leadership; the Healthy Living and Communities Strategic Lead; the Portfolio Holder for Corporate, Governance and Communications; and the Democratic Services Officer.

1. ELECTION OF CHAIRMAN

Councillor Woolf was elected Chairman for the duration of the meeting

2. DECLARATION OF INTERESTS

There were none.

3. SOUTH & EAST LINCOLNSHIRE COUNCILS PARTNERSHIP CUSTOMER EXPERIENCE STRATEGY

Consideration was given to the report of the Assistant Director for Wellbeing and Community Leadership which asked for the Performance Monitoring Panel's and the Policy Development Panel's input into the draft South and East Lincolnshire Councils Customer Experience Strategy.

The Assistant Director - Wellbeing and Community Leadership introduced the item by stating that her responsibilities included the function of Customer Services Client Lead for the PSPS Service Level Agreement. The strategy had arisen from the South and East Lincolnshire Councils Partnership (S&ELCP) aim to enhance the experience of all customers and offered a clear and consistent

Action By

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approach across all three councils of the S&ELCP.

The draft South and East Lincolnshire Councils Customer Experience Strategy report was detailed at Appendix A; and Appendix B outlined the Customer Experience Board and Governance.

The Healthy Living and Communities Strategic Lead introduced the report by outlining the context of the current version of the draft South and East Lincolnshire Councils Customer Experience Strategy which had undergone seven iterations in response to consultation with community partners and stakeholders. The next stage of the journey of the strategy was to receive feedback from scrutiny committees of all three councils of the S&ELCP.

A presentation at the meeting to accompany the report highlighted the following key areas:

- An interpretation of 'Customer Experience';
- A breakdown of the Council's customer types;
- The instigation, ambition and purpose of the strategy;
- The development of the strategy including engagement to date;
- Strategy alignment with the five principles of values and behaviours of the S&ELCP; and
- The three key outcomes used to measure success, as outlined at page 14 of the report.

The Portfolio Holder for Corporate, Governance and Communications stated that whilst new policies were usually presented to the Policy Development Panel for scrutiny prior to approval at full Council, this new strategy would only be approved by Cabinet. The presentation to the Joint Panel at the current meeting enabled the strategy to be scrutinised by all members who were not on the Cabinet.

The Joint Panel considered the report and presentation, and the following points were raised:

- Members welcomed the document and were impressed with the contents of the strategy.
- Members expressed concern if success of the strategy was to be measured by many Key Performance Indicators (KPIs). A focus on two or three KPIs in the first year, with further development in the following years, was suggested.
 - The Assistant Director - Wellbeing and Community Leadership concurred with this approach and stated

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that three KPIs would be in place for the first six months of adoption and further KPIs developed thereafter.

- Members sought reassurance that the strategy would be inclusive for all members of society, specifically those who had mobility issues or were not digitally enabled/engaged. There was a particular concern regarding the inclusion of older people.
 - The Healthy Living and Communities Strategic Lead responded that:
 - Digital inclusion was a focus of her role which included learning in respect of excluded groups;
 - The Office For National Statistics digital data had shown the largest increase in digital use had taken place with people over 60 years of age;
 - A digital inclusion programme was in place at East Lindsey District Council (ELDC) which included support from community/charity partners. A consistent approach would be rolled-out in South Holland with digital support being offered by a charity;
 - Support in liaison with the SHDC Sheltered Housing Team would be in place from September 2023;
 - Where mobility issues presented a barrier for attendance at digital support sessions, the charity Lincs Digital had offered individual support on a case-by-case basis;
 - Lincs Digital had also created a 'Good Things Foundation Data Bank' which provided free data to people in need; and
 - Support would be offered digitally or in person, which would be dependent upon the individual needs of customers
- Members asked whether evaluation was sought after a phone call was completed.
 - The Assistant Director - Wellbeing and Community Leadership confirmed that this was the case and customers had the opportunity to complete a survey after completion of a phone call. Evaluation methods would also be introduced for all other types of customer interactions.

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- Members asked how success of the strategy would be measured.
 - The Assistant Director - Wellbeing and Community Leadership stated that the success would be measured by the three outcomes stated in the document. This would include the measurement of quantitative data as well as direct feedback from residents and trusted referral partners.

- Members asked for the feedback given by ELDC members in relation to the strategy.
 - The Healthy Living and Communities Strategic Lead responded that:
 - ELDC recognised the benefit of having a key point of reference of accountability and the demonstration of intention; and
 - ELDC did not have existing customer access points but rather used a community support model – most of the discussion was based around the success of the community support work that had taken/was taking place.
 - The Assistant Director - Wellbeing and Community Leadership responded that ELDC members were enthusiastic and complimentary of the strategy.

- Members referred to page 9 of the strategy and welcomed the inclusion of statistics which demonstrated significant activity across the three authorities. Members requested that a breakdown of the statistics relevant to each local authority be provided.
 - The Assistant Director - Wellbeing and Community Leadership responded that:
 - The data was impactful and acted as an intelligence hub for future action; and
 - A breakdown of the statistics could be included as an appendix to the strategy to be presented to Cabinet, if members agreed with this approach.
 - Members agreed with this approach.

- Members asked for the timescale for scrutiny of the strategy at Boston Borough Council;
 - The Assistant Director - Wellbeing and Community Leadership confirmed that this would take place in September 2023, after the summer recess.

AGREED:

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That following consideration of the South and East Lincolnshire Councils Partnership Customer Experience Strategy, the feedback of the Joint Performance Monitoring Panel and Policy Development Panel be noted.

4. ANY OTHER ITEMS WHICH THE CHAIRMAN DECIDES ARE URGENT

There were none.

(The meeting ended at 6.35 pm)

(End of minutes)