

Remodeling Customer Services:

Appendix 2

Library and Customer Services Re-Design Community Engagement Strategy

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Metropolitan Borough Council
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Purpose

- This document is to support the Engagement Phase of the re design of Barnsley's public Library and Customer Services.
- It will define the scope and describe how, what ,when and with whom engagement activity will be completed, the expected outcome and how it will be reviewed during the process.



Context

Customer Services Operations is part of Business Unit 7, Customer Services and was formed under Future Council in 2015 to deliver the frontline customer service functions for the Council.

The Service Area is responsible for the delivery of the statutory Public Library Service, the statutory Registration Service, face to face customer service appointments (on behalf of Finance and Berneslai Homes), the Council switchboard, the Contact Centre telephone access for Berneslai Homes and a range of Council Services for the Place Directorate, including a 24/7 365 day emergency telephone service for Berneslai Homes (repairs) and Highways.

The frontline staff in libraries deliver the public library service and deal with face to face customer service enquiries and support.

As Customer Services and the public library function are fully integrated the need to re-model the public library service has been identified in order to address changing demands in line with the successful implementation of the Customer Services Strategy, channel shifting more people to complete transactions online.

There has been a significant change in demand for appointments with a 57.51% reduction in appointments between 2014/15 and 2015/16. This reduction is expected to continue in line with the Future Council 2020 Outcome to have 70% of contacts completed online.



Rationale for Engagement

The proposed new operating model will be determined following a period of community engagement to determine the aspects of the Service which are most valued and to test public reaction to potential options for a future service model.

The new operating model for the public library service will meet the statutory requirements of the 1964 Public Libraries & Museums Act and will be formulated following an initial period of community engagement.

This will then be subject to a longer period of public consultation where comments will be invited on the preferred future delivery model from members of the public and stakeholders, before a final decision is made by Council.

By undertaking a period of public engagement the council is demonstrating its four core values of:

- Team - by inviting the local community to support the development of the new model,
- Honest - by explaining the need for change and the factors affecting the current delivery model
- Proud - as the Service has a long history of high customer satisfaction and the council is committed to continuously improve the offer for local communities
- Excellent - as we need a model which is fit for purpose, sustainable and delivers an excellent service for the residents of Barnsley



Overall Aim of the engagement

The overall aim of the engagement is to support the remodeling of the public library service to:

- ✓ Ensure that the Council meets its statutory responsibilities for libraries and that a future operating model is fit for purpose, sustainable and meets the diverse needs of the residents of Barnsley within the context of our medium term financial challenges.
- ✓ To ensure that we meet our legal responsibilities as outlined within the Equality Act and the Public Sector Equality Duty.
- ✓ Ensure we invite and include our communities' views in the designs and running of our library and customer services offer.
- ✓ Ensure we design a modern and dynamic service which is adaptable to the changing customer expectations and changing environment (including demographics of the borough) and has the capacity to be proactive and responsive to new opportunities.
- ✓ To undertake a robust engagement and consultation process, which is representative of Barnsley's diverse population, allowing us to use this to inform the overall decision making process.



Aims of the Strategy

The strategy has been put together in order to:

- ✓ Engage with the community from the start of the project in order to shape the model that is submitted for consultation.
- ✓ Establish a dialogue where individuals, groups and organisations can contribute ideas equally and help to shape the model.
- ✓ Involve people actively in the project.
- ✓ Ensure we understand and represent the local values and aspirations of our community.
- ✓ Understand our customers and community better to inform decision making and service re-design.



Review/ Analysis

The analysis of the returned surveys will be undertaken and will be used to shape the re design.

The surveys will be available in the following formats:

- Eforms- via the website and the links communicated as part of our communications release to all media channels prior to the start of the engagement phase.
- Paper forms – available at all Libraries, Better Barnsley shop and other community locations.

The preferred method of response will be eforms to reduce the administrative burden of having to rekey the information for analysis.

During planned engagement sessions, support to complete the feedback forms, share their views or access the online e-form will be available for people who feel that they need this.

As the purpose of the stage is to understand the options and opinions the resulting output will be qualitative and identify key themes for the project to consider as part of the model re design.

