

**SEDGEFIELD BOROUGH COUNCIL
STRATEGIC LEADERSHIP OVERVIEW AND SCRUTINY COMMITTEE**

Council Chamber,
Council Offices,
Spennymoor

Tuesday,
9 October 2007

Time: 10.00 a.m.

Present: Councillor A. Gray (Chairman) and

Councillors B.F. Avery J.P, D.R. Brown, V. Chapman, D. Farry,
Mrs. J. Gray, B. Haigh, T. Hogan, Ms. I. Jackson and B.M. Ord

In

Attendance: Councillors G.C. Gray, D.M. Hancock, J.E. Higgin, J.G. Huntington,
Mrs. S. J. Iveson, B. Lamb, A. Smith and T. Ward

Apologies: Councillors T.F. Forrest

SL.12/07 DECLARATIONS OF INTEREST

Members had no declarations to submit.

SL.13/07 MINUTES

The Minutes of the meeting held on 28th August, 2007 were confirmed as a correct record and signed by the Chairman. (For copy see file of Minutes).

SL.14/07 CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM (CRM) UPDATE

Consideration was given to a report of Chief Executive Officer regarding the above. (For copy see file of Minutes).

Jerry Miller, Customer Relations Manager was present at the meeting to update Members on the progress on the roll out of the CRM system since it had gone live in October 2006.

It was explained that a report had been presented to Committee on 26th August, 2006 regarding the roll out of the CRM System across the authority.

Since that time the system had gone live on 5th October, 2006 with 3 service requests. Members were informed that this number had increased, there were now 66 service requests on the CRM system and it had been fully rolled out across Street Scene and Freedom of Information.

It was explained that the ultimate aim of the system was that all contact with the customer would be logged in the CRM system and that the Council would have a single view of the customer and that, regardless of where you live or work, you could transact with your Council at the nearest Council offices.

The Customer Service Manager explained that Sedgefield Borough was ahead of its partners in using the system. The system was realising

benefits including efficiency savings stream lining of services and more accurate information. In addition information could be provided on types of customer contact leading to a better service to the public. Members were informed that customers could access Sedgefield Information Service on the website which provided details on properties including bin collection day, Council Tax, and local Ward representatives .

The Committee was informed that the rollout Plan was on target with the next service to be introduced being Anti-Social Behaviour. Links to the GIS system were being investigated to plot service requests. Once Anti Social Behaviour was on the system future services to be included would then be reviewed. It was noted that Local Government Review could have an impact on the direction the system was to take.

It was explained that the database used in relation to the system was County-wide with information being provided from the electoral registration system.

Developments on the system were tailored to individual Council's requirements but were able to use Best Practice across the partnership.

A query was raised regarding elderly residents and moving of heavy items to the collection point. Reference was also made to house clearances for the elderly and whether this service could be provided. In response it was explained that the Customer Services Team could be contacted to assist in special cases.

During discussion of this item reference was made to charging for special collection services. The Committee was informed that each property was allowed one special collection free per month. Other collections would be chargeable. Alternatively, residents could take household items to the local waste transfer station.

It was suggested that in relation to Waste Permits publicity be given in Inform to raise customer awareness.

It was noted that currently Sedgefield Borough Council was involved in a pilot with Durham County Council to allow for the issue of waste permits from the Green Lane Offices. Members suggested that this could be extended to all Sedgefield Borough Council offices. In response it was explained that this was a pilot scheme and the comment would be taken into account in the evaluation.

Specific reference was made to whether items collected were recycled. In response Members were informed that furniture schemes existed of which customers were informed if information was requested.

AGREED : That the Committee are satisfied with the progress on rolling out the CRM system and a further report be presented to the Committee in six months.

SL.15/07

WORK PROGRAMME

Consideration was given to a report of the Chairman of the Committee setting out the Committee's current work programme for consideration and review. (For copy see file of Minutes).

It was noted that an item relating to Performance Indicators was to be discussed at the November meeting of the Committee. A training session on Performance Management would be held for all Members of Scrutiny Committees on 31st October, 2007.

RECOMMENDED : That the Committee's Work Programme as outlined the report be agreed.

ACCESS TO INFORMATION

Any person wishing to exercise the right of inspection, etc., in relation to these Minutes and associated papers should contact Mrs. G. Garrigan Tel 01388 816166 ext 4237 email lwalker@sedgefield.gov.uk