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OVERVIEW & SCRUTINY COMMITTEE

Wednesday, 21 October 2020 at 6.00 pm

Contact: Andy Ellis
Governance and Scrutiny Officer
Tel:020-8132 1111

Please click [HERE](#) to view the meeting or copy and paste the link below in to your web browser

<https://bit.ly/30ZFhms>

E-mail: andy.ellis@enfield.gov.uk
Council website: www.enfield.gov.uk

Councillors : Susan Erbil (Chair), Achilleas Georgiou, Edward Smith, Lee David-Sanders, Hass Yusuf, Birsen Demirel, Elif Erbil and Margaret Greer (Vice-Chair)

Education Statutory Co-optees: 1 vacancy (Church of England diocese representative), Simon Goulden (other faiths/denominations representative), Tony Murphy (Catholic diocese representative), Alicia Meniru & 1 vacancy (Parent Governor Representative).

Enfield Youth Parliament Co-optees (2)
Support Officer – Andy Ellis (Governance and Scrutiny Officer)

AGENDA – PART 1

- 1. WELCOME & APOLOGIES**
- 2. DECLARATIONS OF INTEREST**

Members of the Council are invited to identify any disclosable pecuniary, other pecuniary or non-pecuniary interests relevant to the items on the agenda.

- 3. MINUTES OF THE MEETING HELD ON 15 SEPTEMBER 2020** (Pages 1 - 6)

To receive the minutes of the meeting held on 15 September 2020.

4. **PETITION RECEIVED: PETITION FOR ALL WORKS UNDER THE 'BOWES PRIMARY & SURROUNDING STREET QUIETER NEIGHBOURHOOD' PLAN TO BE HALTED UNTIL THERE HAS BEEN A FULL CONSULTATION WITH LOCAL RESIDENTS, AND ENGAGEMENT WITH HARINGEY COUNCIL AND TRANSPORT FOR LONDON (TFL)**
(Pages 7 - 10)

To receive the petition from the Lead Petitioner, and in accordance with the Councils Petition scheme, allow consideration of the views expressed in the petition.

5. **ICT AND DIGITAL SERVICES - THE CUSTOMER EXPERIENCE** (Pages 11 - 48)

To receive a presentation from Fay Hammond, Acting Executive Director of Resources.

6. **DATES OF FUTURE MEETINGS**

To note the dates of future meetings as follows:

Business Meetings

Thursday 17 December 2020 (Budget Meeting)
Wednesday 17 February 2021
Thursday 1 April 2021

Provisional Call-in Meetings

Wednesday 25 November 2020
Wednesday 13 January 2021
Thursday 4 February 2021
Wednesday 3 March 2021
Thursday 25 March 2021
Tuesday 27 April 2021

OVERVIEW & SCRUTINY COMMITTEE - 15.9.2020

**MINUTES OF THE MEETING OF THE OVERVIEW & SCRUTINY COMMITTEE
HELD ON TUESDAY, 15 SEPTEMBER 2020****COUNCILLORS**

PRESENT (Chair) Susan Erbil, Achilleas Georgiou, Edward Smith, Lee David-Sanders, Hass Yusuf, Birsen Demirel, Elif Erbil and Margaret Greer (Vice Chair)

ABSENT

STATUTORY CO-OPTES: *1 vacancy (Church of England diocese representative), Mr Simon Goulden (other faiths/denominations representative), Mr Tony Murphy (Catholic diocese representative), Alicia Meniru & 1 vacancy (Parent Governor representative) - Italics Denotes absence*

OFFICERS: Sarah Cary, Executive Director Place, Peter George, Programme Director Meridian Water, Jeremy Chambers, Director of Law and Governance, Claire Johnston, Head of Governance, Scrutiny and Registration Services, Andy Ellis, Governance and Scrutiny Officer.

Also Attending: Councillor Nesil Caliskan (Leader of the Council)

6**WELCOME & APOLOGIES**

The Chair, Cllr Susan Erbil welcomed everyone to the meeting.

7**DECLARATIONS OF INTEREST**

No declarations of interest were received.

8**MINUTES OF THE MEETING HELD ON 11 AUGUST 2020**

The minutes of the Overview and Scrutiny Committee meeting, held on 11 August 2020 were agreed.

9**ANNUAL SCRUTINY WORK PROGRAMMES 2020-21 (TO FOLLOW)**

The Chair introduced this item, noting that each work programme would be reviewed with Members of OSC providing comment as appropriate.

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i) It was agreed that rather than OSC consider fly-tipping, the Environment and Climate Action Scrutiny Panel would have this item.

ii) There will be an additional business meeting of OSC on 21 October to receive a petition relating to the Bowers Area Low Transport Network Scheme. This additional meeting will allow for an item to be considered relating to 'ICT and Digital Services - the Customer Experience.' It was noted that this item should be wide-ranging to include the customer experience of differing stakeholders (residents, business users), across various parts of the borough. In addition, how do we support the elderly in accessing digital systems?

iii) A discussion was held on the most accurate way to ensure reports contain the information required by OSC Members. It was agreed that Scrutiny Officers would assist OSC Members in devising a mini-scope for each item to be scrutinised.

iv) Cllr Greer noted and Members agreed, that it was important to maintain an independent, autonomous scrutiny process.

v) The role of representation from the Youth Parliament was discussed. It was noted that the planning session for the Children's, Young People and Education Scrutiny Panel had 3 representatives from the Youth Parliament in attendance, who gave a valuable insight to the issues concerning young people. It was agreed that youth participation in scrutiny should be encouraged.

vi) The Youth Parliament representatives requested an opportunity to shadow Councillors, especially in relation to Housing and Environment Services. Cllr Georgiou as Chair of the Children's, Young People and Education Scrutiny Panel had agreed to raise this with all Councillors and Claire Johnson agreed to co-ordinate with the Young Mayor and the Youth Parliament.

ACTION : Claire Johnson

vii) Cllr Elif Erbil, Chair of the Housing Scrutiny Panel agreed to a change in the order of items to the panel, as advised by Cllr Yusuf (Vice Chair of the Housing Scrutiny Panel).

viii) Cllr Smith as Chair of the Health and Adult Social Care Scrutiny Panel provided a summary of the work programme for that panel. It was noted that there had to be a degree of flexibility in the agenda items for the March meeting as the situation relating to the pandemic is not possible to predict.

ix) In conjunction with the items on the Health and Adult Social Care Scrutiny Panel, Cllr Demirel as Chair of the Finance and Performance Scrutiny Panel, confirmed that the panel would have an item on how Covid-19 has impacted upon the Council's financial performance at their November meeting.

x) Cllr Yusuf as Chair of the Environment and Climate Action Scrutiny Panel confirmed that to allow detailed scrutiny, they would have a maximum of 2

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subjects at each meeting. However, to allow this, it was requested that this panel be permitted to arrange an additional meeting (in January or March) to scrutinise Home Insulation and School Streets.

xi) The Chair summarised the item and the Members of OSC agreed the 7 scrutiny work programmes for 2020/21.

10

MERIDIAN WATER SCRUTINY WORKSTREAM REPORT

i) The Monitoring Officer gave a brief over-view of the procedure relating to scrutiny workstream reports and confirmed that the Meridian Water report will be on the Cabinet agenda.

ii) Cllr Achilleas Georgiou, Lead Member of the Meridian Water Scrutiny Workstream introduced the report and thanked Workstream Members and Officers for their support throughout the scrutiny process.

iii) It was reiterated that the Workstream would like to see 10,000 homes and 6,000 jobs to be realised and the purpose of the report was to see how this would be achieved and how the people of Edmonton would benefit.

iv) It was confirmed that all the findings within the report were evidence based, with a reference point of 2018 onwards. The areas highlighted included; number and size of homes, parks and recreation land, building heights, overseas and private investors, buy to rent, public transport, number and type of jobs created.

v) The report concluded with 14 recommendations and suggestions for future work.

vi) The Leader of the Council and the Programme Director Meridian Water had responded to the initial report, with a letter and supporting appendices, challenging a number of assertions.

vii) Cllr Georgiou requested to table a response from Workstream Members to The Leader's letter, however, this was not accepted by the Chair as it did not meet the requirements of the rules of access to information, as it had not been listed on the agenda to be tabled.

viii) The Chair asked The Leader and Programme Director to respond to the findings and recommendations within the scrutiny workstream report.

The Leader noted that the Master Developer Role is a positive direction and allows Enfield Council to develop the site for the borough and specifically the people of Edmonton. As the Master Developer, it will be possible to control private investment and mass overseas sales. The first site within the development will achieve 50% affordable housing, with the 2nd site providing 100% affordable housing. 6,000 quality jobs will be created, with no less than 25% of these for local people.

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The meanwhile use of the site will provide a vibrant facility and employment opportunities. Density levels will be comparable with other zone 2/3 developments in London and all residents will only be a few minutes walk from good quality greenspace.

The Leader concluded by emphasising the important role of scrutiny and the need to use the evidence widely available.

ix) The Chair asked Cllr Georgiou how consistent the Workstream had been in their work and collating their findings. In response it was noted that the report provided a chronological order for evidence gathering.

x) At this point, due to technical issues, The Chair, Cllr Susan Erbil had to leave the meeting and Cllr Greer as Vice Chair assumed the role of Chair temporarily.

xi) A discussion relating to density comparisons with local wards and the proposals for Meridian Water indicated that the figures for Meridian Water gave a higher density, however, the Programme Director confirmed that this was comparable to other developments across London.

xii) It was agreed that a category noted within the Minority Groups paragraph would be altered.

xiii) Cllr Susan Erbil re-joined the meeting and resumed the Chair, thanking Cllr Greer.

xiv) Members of OSC agreed that the Regeneration and Economic Development Scrutiny Panel would take this work forward, monitoring the implementation of the recommendations from the report.

xv) A comment was made that the report had clearly involved a lot of work and was very useful as an analysis of how, why and when. A concern was noted that affordable housing rates may not be within the reach of many households in Edmonton.

xvi) The Programme Director for Meridian Water responded to a number of points raised; The Council do not set property market values. Market value is set by housing partners, having regard for sale values in the local area. Affordable rented homes will be available for everyone in the Edmonton area, with private housing cross-subsidising affordable housing. Public transport links will be improved with the Department of Transport giving approval for 6 trains per hour, serving Meridian Water Station by 2023.

xvii) In relation to consultation, many councillors had attended briefing sessions but this had been impeded by the pandemic situation. More events were being planned, with constant, open dialogue with local people.

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xviii) Cllr Greer, as Chair of the Regeneration and Economic Development Scrutiny Panel, noted that the work programme for the panel would identify a suitable date to have this item on the agenda. Cllr Greer also commented that the Regeneration and Economic Development Scrutiny Panel would move the topic forward for the benefit of local residents.

xix) In summary, Cllr Georgiou agreed with Cllr Greer and stated that the report recognised the achievements to date but had highlighted areas of concern, following a fully evidenced, deep-dive as recommended by the Centre for Public Scrutiny in their report relating to scrutiny in Enfield.

xx) The Chair, thanked Cllr Georgiou and the Workstream Members for the report and noting its passage through OSC, passed the item to the Regeneration and Economic Development Scrutiny Panel for further monitoring. Any further questions would be emailed to Cllr Georgiou or Cllr Greer as appropriate. The Chair thanked The leader and Programme Director for attending.

11

DATES OF FUTURE MEETINGS

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London Borough of Enfield

Overview & Scrutiny Committee

Meeting Date 21 October 2020

Subject: Petition for all works under the 'Bowes Primary & Surrounding Street Quieter Neighbourhood' plan to be halted until there has been a full consultation with local residents, and engagement with Haringey Council and Transport for London (TFL)

Purpose of Report

1 This report details the petition received with a request for the Council: for all works under the 'Bowes Primary & Surrounding Street Quieter Neighbourhood' plan to be halted until there has been a full consultation with local residents, and engagement with Haringey Council and TFL.

Proposal(s)

2. The Overview & Scrutiny Committee is asked to receive the petition from the Lead Petitioner, and in accordance with the Councils Petition scheme, allow consideration of the views expressed in the petition.

Reason for Proposal(s)

3. The Council's Petition Scheme details that compliant petitions submitted to the Council must:
- Contain the name, a valid address with postcode, and the signature of any person supporting the petition. A valid address is within the Borough of Enfield and can be a home, work or study address and includes Enfield-owned out-borough estates or temporary accommodation provided by the borough.
 - Include a clear and concise statement covering the subject of the petition. It should state what action the petitioners wish the council to take
 - have the petition organisers contact address This is the person we will contact to explain how we will respond to the petition. The contact details of the petition organiser will not be placed on the website.
 - relate to a matter for which the authority has responsibility, and which affects the authority or its area

The Council's Petition Scheme enables Petitions with 1,562 signatures (0.5% of the assessed population from the 2011 census as published by the Office of National Statistics) to be considered at the Overview & Scrutiny Committee.

Relevance to the Council Plan

4. Modern Council - Financial resilience and good governance.

The values of listening and learning are upheld enabling the voice and concerns of residents and communities to be heard

Background

5. A petition from lead petitioner requesting the Council: for all works under the 'Bowes Primary & Surrounding Street Quieter Neighbourhood' plan to be halted until there has been a full consultation with local residents, and engagement with Haringey Council and TFL.

The petition states that:

- Enfield Council is planning to seal off the local access roads between the Bowes area and Bounds Green Road
- York Road, Upper Maidstone Road and Warwick Road (Tewkesbury Terrace side) will be closed to cars heading to and from Bounds Green Road
- Palmerston Road will be sealed off at the junction with the North Circular Road
- The only way to leave and enter our area will be via the North Circular Road
- The works will begin imminently.
- The council plans to implement the scheme without asking residents their views. Prior to implementation of any traffic changes (whether on a trial or permanent basis), full consultation with residents is required.

A paper petition has been submitted with 1,587 signatures. These signatures have been checked for duplicates, valid address and postcode and incomplete information and there are sufficient numbers to trigger a full Council debate. This petition has 1,562 verified signatures.

Main Considerations for the Council

6. To comply with the requirements of the Council's Constitution, scrutiny is essential to good governance, and enables the voice and concerns of residents and communities to be heard and provides positive challenge and accountability

Safeguarding Implications

7. There are no safeguarding implications.

Public Health Implications

8. There are no public health implications

Equalities Impact of the Proposal

9. There are no equality impact implications.

Environmental and Climate Change Considerations

10. There are no environmental and climate change considerations in the debating of this petition.

Risks that may arise if the proposed decision and related work is not taken

11. There are no key risks associated with this report. Members of the Overview & Scrutiny Committee note that the council petition scheme allows a debate at the committee following the requisite number of signatures.

Risks that may arise if the proposed decision is taken and actions that will be taken to manage these risks

12. There are no key risks associated with this report.

Financial Implications

13. There are no financial implications or additional costs associated with the debating of this petition.

Legal Implications

14 The Council's statutory duty to have a petition scheme was repealed by s46 of the Localism Act 2011. Although no longer a duty, the Council has retained its petition scheme in the interest of promoting democracy. The Council's petition scheme is therefore still valid.

The request in this report to refer the petition to the Overview and Scrutiny Committee is in line with the Council's petition scheme, a Petition with at least 1,562 signatures will be referred to the committee for debate.

Workforce Implications

15. There are no workforce implications

Property Implications

16. There are no property implications

Other Implications

17. There are no other implications

Options Considered

18. In accordance with the Council's Petition scheme, Overview & Scrutiny Committee is required to allow consideration of the views expressed in the petition

Conclusions

19. The committee is asked to

- Receive the Petition
- Note any comments from the Lead Petitioner on the issue itself
- Consider the issues raised by the Petition.

Report Author: Claire Johnson
Head of Governance & Scrutiny
Claire.johnson@enfield.gov.uk
020 8132 1154

Date of report 13 October 2020

Background Papers

None

Overview and Scrutiny 21 October 2020

Agenda Item 5 ICT and Digital Services - The Customer Experience

Customer Experience Programme

**Overview & Scrutiny
Committee
21 October 2020**

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Scrutiny Ask

- As part of customer experience, the perception of the council by its different stakeholders.
- The council's interaction with residents, businesses, and different stakeholders is more than ICT and digital services, ensuring access to services is essential, and the committee would like to explore this.

Contents

- 3 pillars of the Customer Experience Programme.
- Update since Overview and Scrutiny – Feb 2020.
- Covid-19 Impact on Customer Experience.
- Accessible Face to Face Services - Community Hubs.
- Focus on accessibility of Website and Telephony.
- Summary.

3 pillars of the programme



1. Community Hubs

With stakeholders to develop joined up early help solutions to issues, so to avoid escalation into statutory services. To empower individuals and communities and promote resilience.



2. Accessible Digital Services

Digital by default services, using smart technologies to provide a more efficient and convenient service to our customers, while reducing cost and making sure appropriate channels are accessible for vulnerable customers.



3. Insight and Evidence

Robust, accessible data to inform service development and impact. Maximising the use of our intelligence about customers and evaluating how we can use both technology and data insights to deliver the outcomes.

What channels and why

Website

universally available transactions



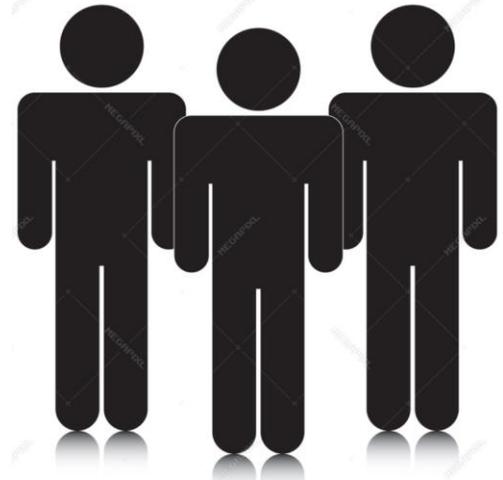
Phone

a deeper level of triage



Face to Face

Complex cases.. for vulnerable & digitally excluded



Update since Overview and Scrutiny – Feb 2020

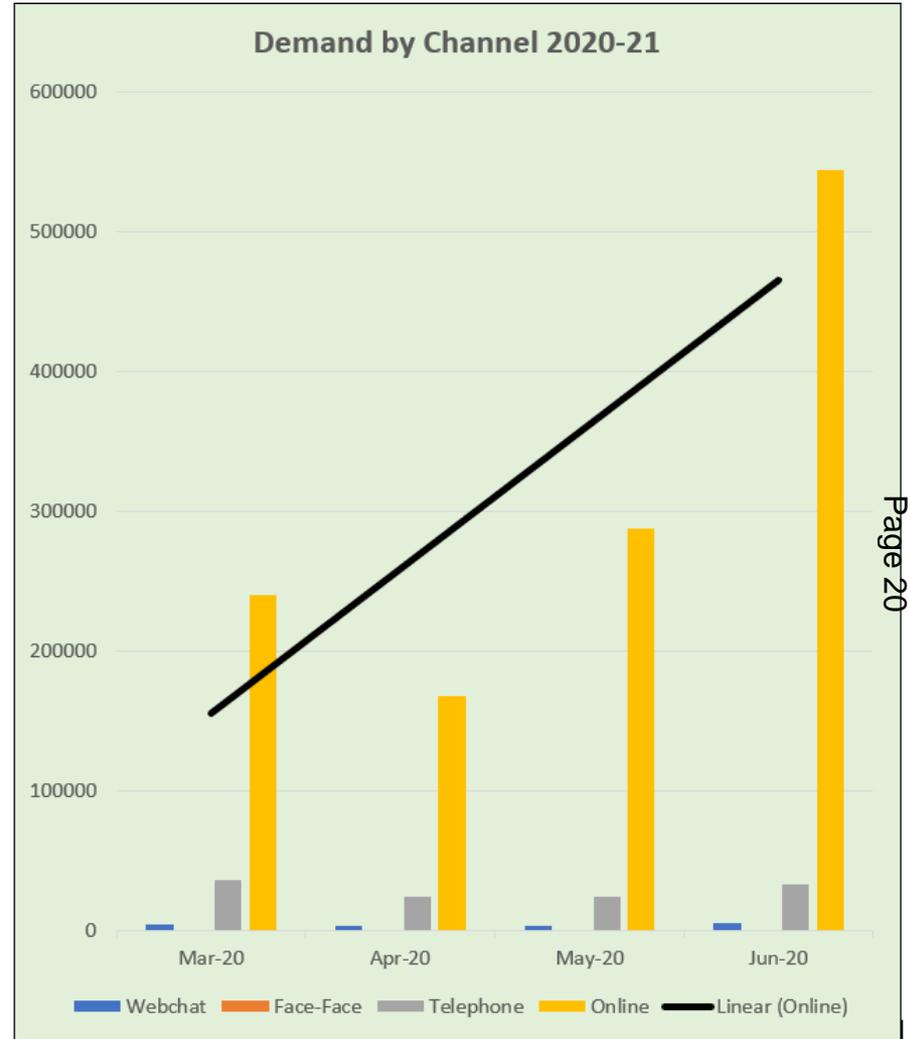
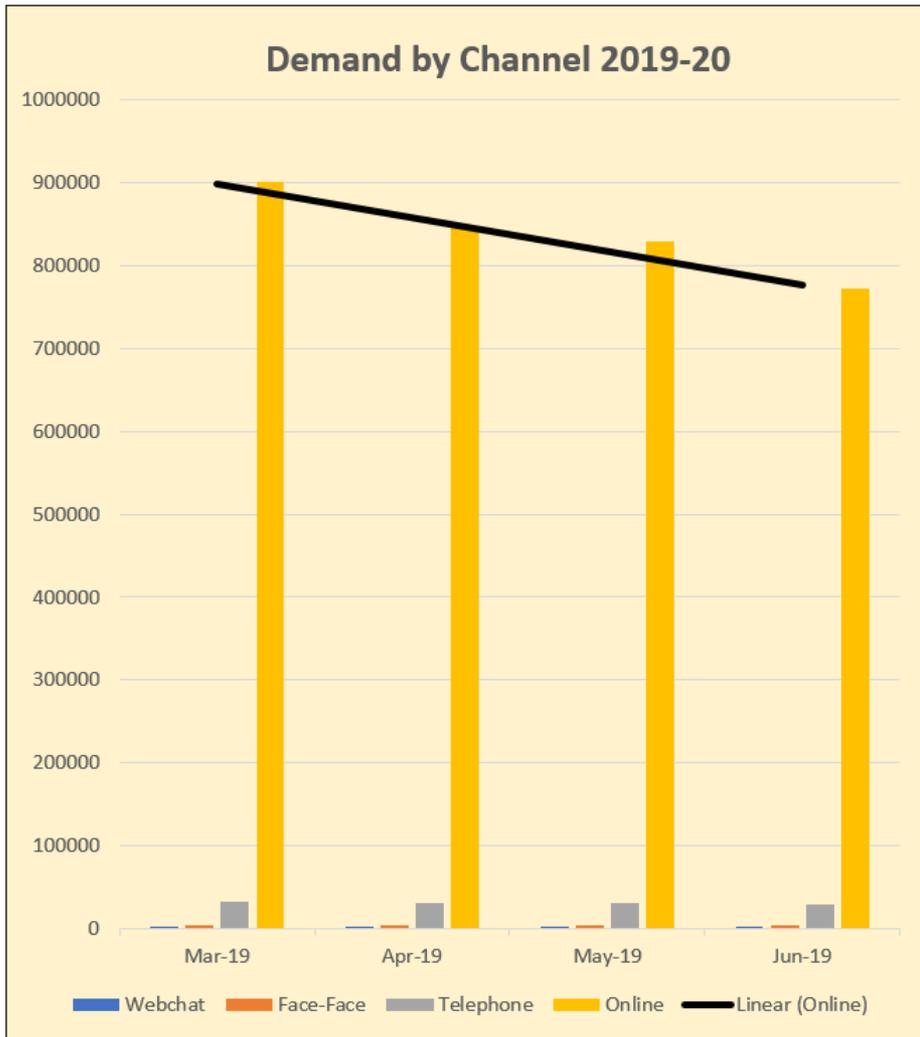
- Covid-19 has impacted on all our channels and relationships with customers.
- Integrated the Enfield Stands Together community support services into normal business via face to face and telephone, working closely with partners to do so e.g. the North Enfield Food Bank.
- Learning from the shielding hubs is now being used to develop community hubs (of food, financial hardship, social contact).
- Refresh of the main drivers of our strategic and operational activities.

Covid-19 Impact on Customer Experience

Covid-19 Impact on Customer Activities

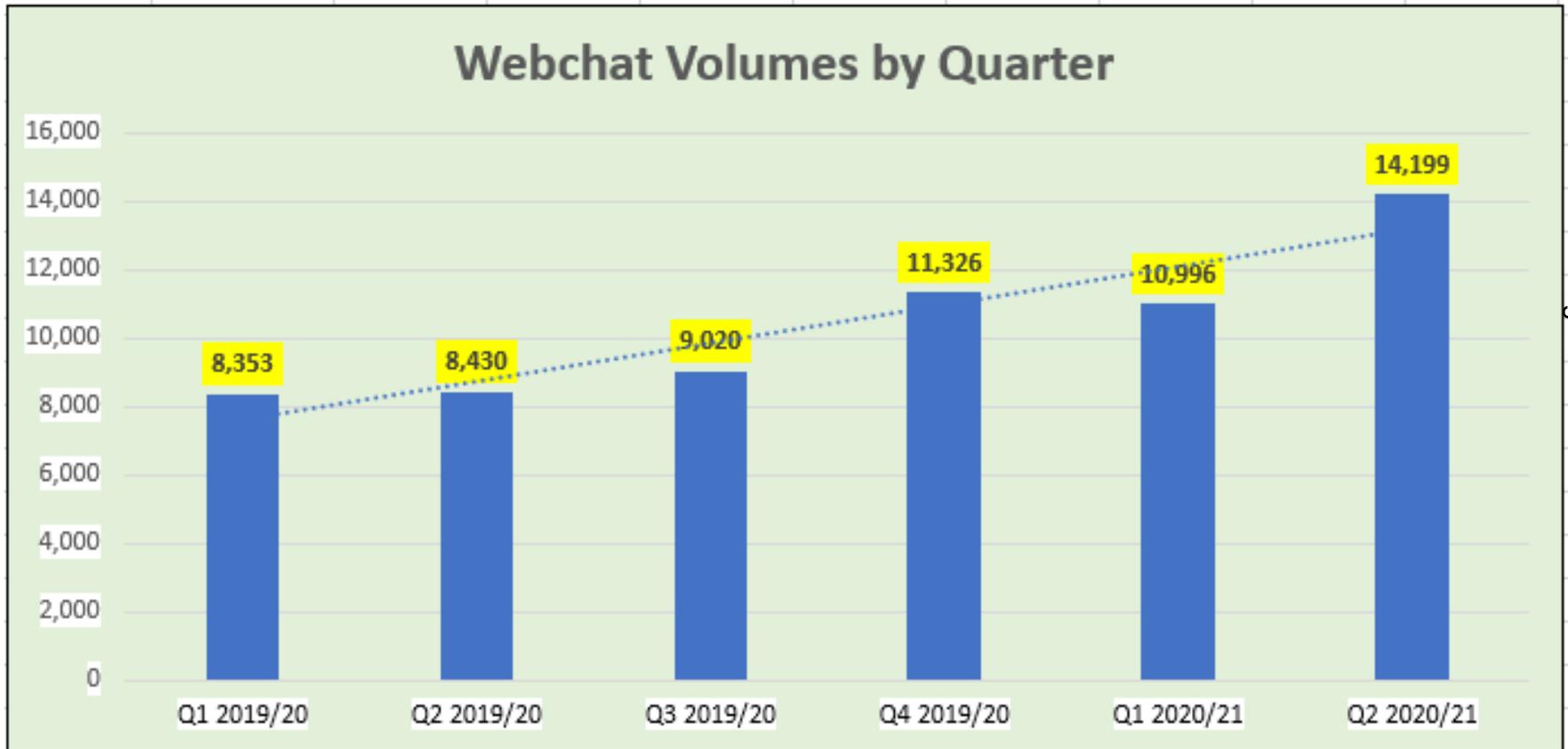
- During the lockdown period (circa March 23 – June 30), services to customers continued mainly via the contact centre, website and webchat.
- Volumes reduced in the early days of lockdown until week 3 in May where a steady incline began to emerge forming a “U” shape.
- Webchat and telephone volumes dipped in the following weeks due to bank holidays (April 10th and 13th & May 8th and 25th).
- Libraries offered a strong digital offer during and after lockdown.
- Covid-19 related business grants made accessible on Website; letters and proactive phone calls.

Covid-19 Demand Trends



Webchat Demand on the rise...

Webchat demand has increased as customers are beginning to engage with this digital channel more and more.



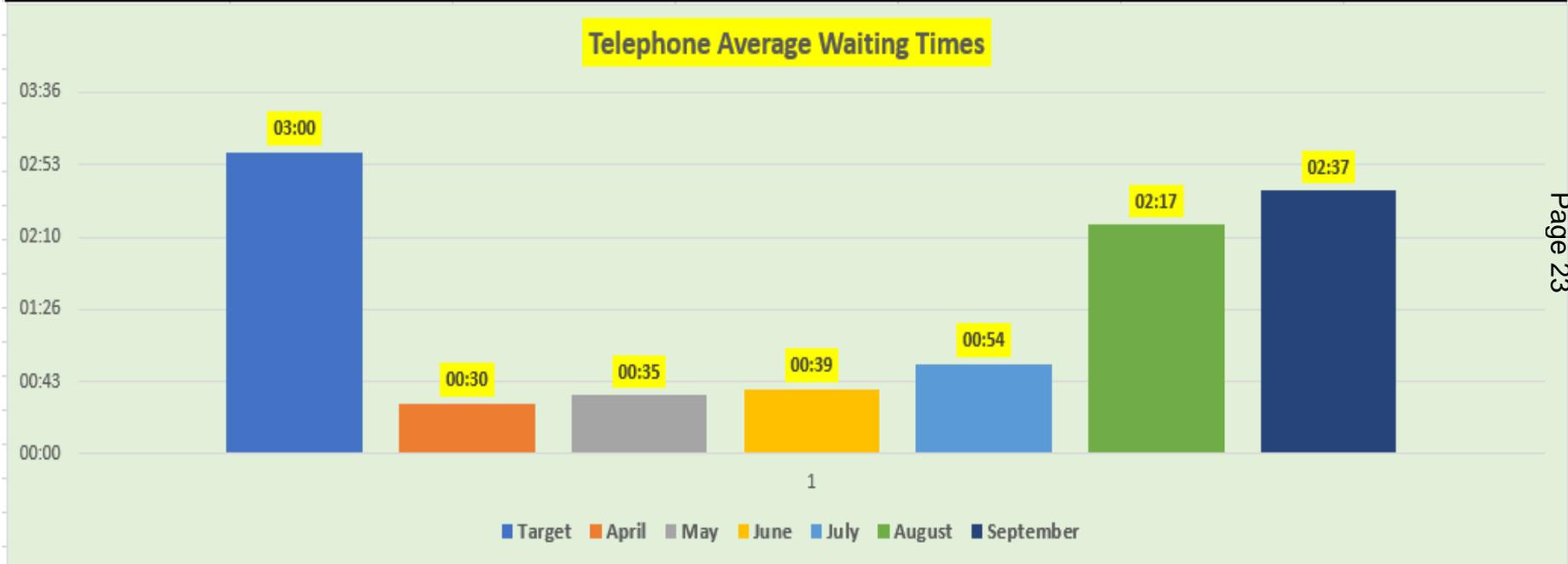
Accessibility of our phone service

Target	April	May	June	July	August	September
88%	97.9%	98.1%	96.5%	97.7%	93.1%	92.1%



Accessibility of our phone service

Target	April	May	June	July	August	September
03:00	00:30	00:35	00:39	00:54	02:17	02:37



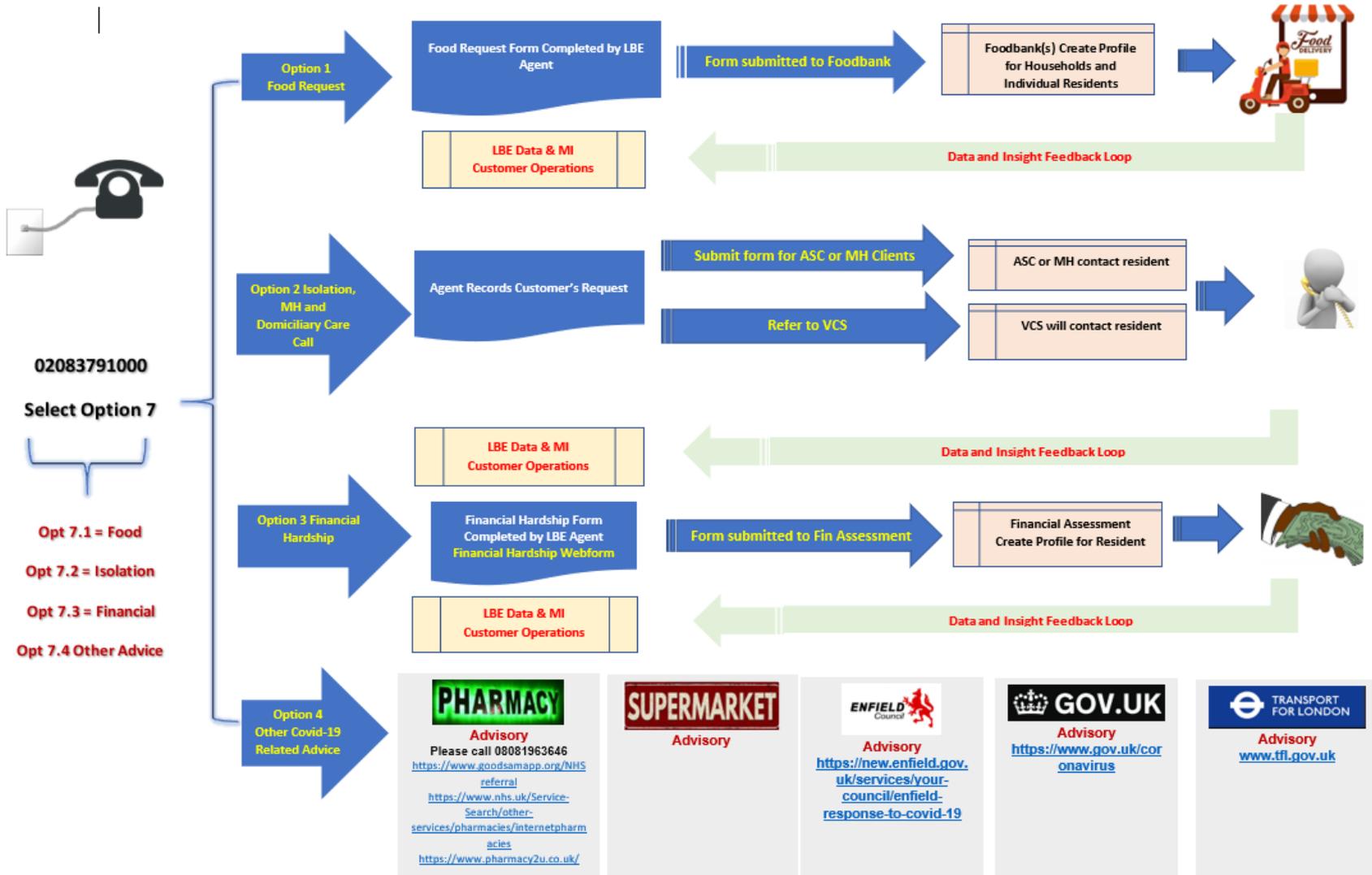
Accessibility for Businesses

1. Business team and CEX/Web team worked together around communications and website, to ensure that eligible businesses in the borough claimed the Government grants to which they are entitled – almost 90% of eligible businesses received financial assistance.
2. Business Team ran a series of online business briefings, to discuss what support is available for businesses and how we're opening up town centres safely and successfully.
3. Worked with external partners such as the Federation of Small Businesses to help provide additional support, including free membership.
4. Created a dedicated online sales and home delivery platform for local businesses wishing to add online sales to their offer.

Accessibility for Businesses (Cont.)

6. Stream-lined processes for table and chair licensing outside premises.
7. Provided information packs including guidance and safety notices to 2,500 businesses in the borough to facilitate easing of restrictions and opening of town centres. Provided pavement graphics and lamppost collars to encourage shoppers to observe safety guidance when returning to local shops and high streets.
8. Organising a summer arts festival between 14 and 31 August in our town centres – which will celebrate our borough as we reopen for business – in a safe and controlled way.

Enfield Stands Together Telephony Support post-lockdown



Our accessibility to residents through the Enfield Stands Together Hub



Thank you very much for sending the emergency food parcel, which I received today. I am very thankful for all the items which will be of great help to me as I cannot go out of my home, as I am unable to walk.

“When the lockdown happened we, myself and my husband were very scared. We did not know what to do. We did not have any food for 3 weeks when Enfield stepped in. We thought we were gonna starve, but Enfield stepped in. I am blind and my husband is 95 years old and cannot go out. They didn’t even send me the letter from the government.



“Thank you so much Enfield together. I cried when my package came today. Cannot believe the kindness shown. Thank you so much



Mrs R - Can I say a huge thank you to you and your team who provided my elderly parents with essential items yesterday. My mum was a bit embarrassed as she feels that there are more worthy and needy people in the community but as her daughter living 60 miles away, I was really thankful. Please pass on my thanks to your volunteers.

Mrs Q “Thank You” to all the Enfield community support Staff and volunteers who are currently working so hard to provide such an excellent service, she particularly wants to Thank the driver who left her Parcel outside her door at 6.30pm yesterday.

A lovely phone call from Mrs N thanking us all for the lovely food parcels she’s been receiving. She is really grateful for all the hard work everyone is doing.

Her husband had Coronavirus and has just come out of hospital & is recovering at home so, the food parcel/prescription deliveries are very much appreciated

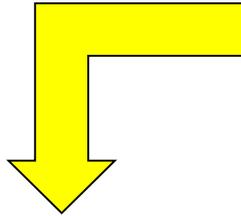
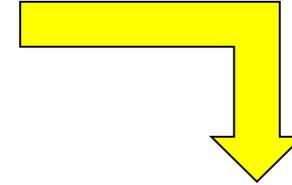
Accessible Face to Face Services Community Hubs

Community Hubs improving accessibility for vulnerable customers

- Community Hubs now operating at 2 flagship libraries since 13th July, deeper level of support focus on financial hardship.
- Support for digital inclusion.
- No additional cost.
- Focussing time on those that need our support the most.
- Improved customer experience.

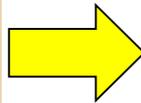
Deeper triage and engagement with customers

On Thursday 20th August a vulnerable customer at the Enfield Town Library hub wanted to complete a housing register form. Before the advent of Community Hubs, she would have been supported in completing the application form and that would have been the end of that single transaction.



However, since the community hubs model was launched in July 2020, our agents have now been trained and empowered to carry out intuitive assessments applying a strength based conversational approach, so they can triage more deeply and provide solutions beyond the issue raised by the customer with a view to nipping things early in the bud.

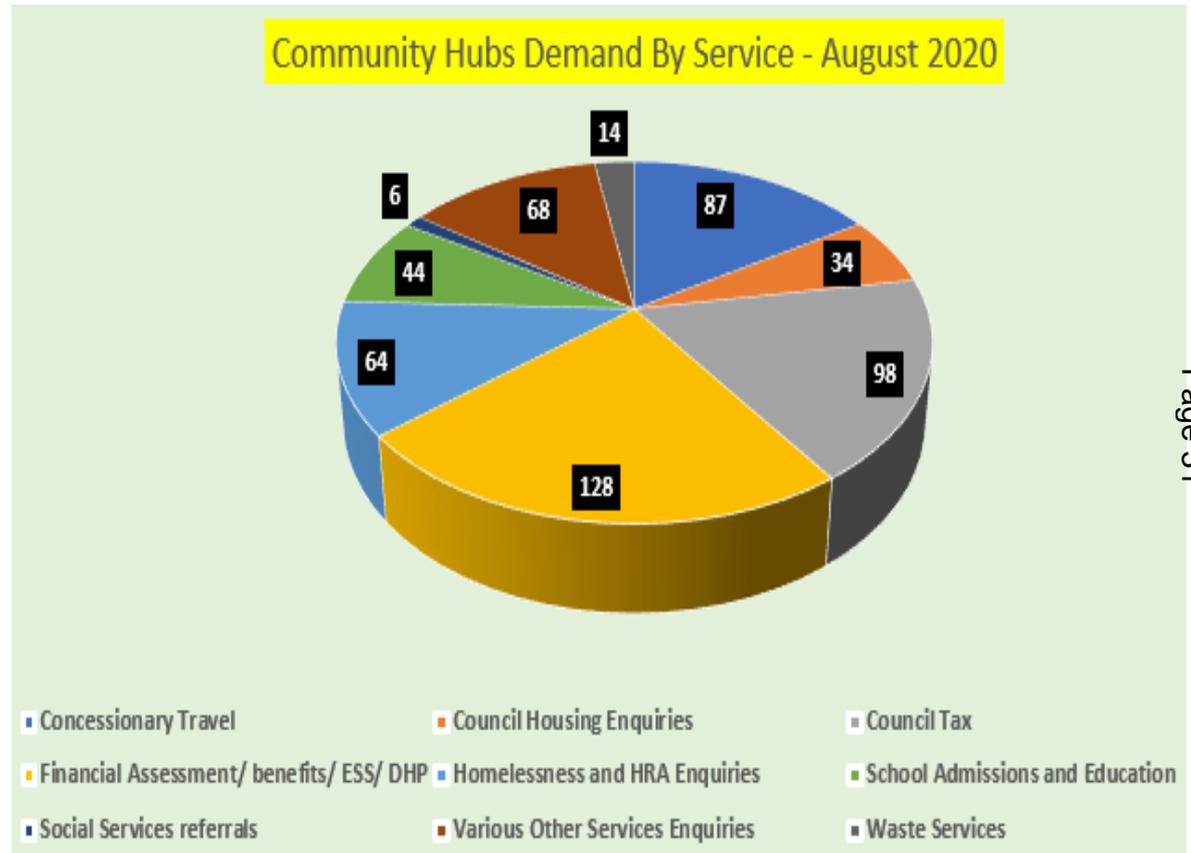
Our officer, Jordan was closely monitoring the customer who was displaying signs of anxiety and when he spoke to her, it came to light that she suffered from anxiety and panic attacks. She became ill during the engagement. She also explained that she recently felt suicidal. At this point Karen, a Team Leader intervened and asked targeted questions with a view to making a referral to the mental health team.



Jordan and Karen applied gentle questioning which also revealed that the customer's accommodation was not suitable and ensured that her form was annotated accordingly. The customer also revealed that Covid-19 rendered her lonely which made her eligible for friendly calling. She was also in financial hardship. A referral was made to the benefits via the completion of a financial hardship form. She was provided the contact details for the urgent mental health team.

Community Hubs demand

Community Hubs Demand - August 2020	
Concessionary Travel	87
Council Housing Enquiries	34
Council Tax	98
Financial Assessment/ benefits/ ESS/ DHP	128
Homelessness and HRA Enquiries	64
School Admissions and Education	44
Social Services referrals	6
Various Other Services Enquiries	68
Waste Services	14
Total	543



Feedback on face to face services



One customer that Jordan served asked to speak to Mark Morgan the operational manager directly and said, “ I am a School Governor and I want to thank the lovely officer who helped me, giving excellent customer service but also to Enfield Council for opening and supporting our vulnerable customers”.



10 September 2020

Ms P a pensioner, came to our Enfield library access centre this morning for help with her housing benefit application. Not confident being with computers, customer officer Olu ensured she was there to help, taking the time to scan documents and make her an Enfield Connected Account. Impressed by Olu's service, Ms Patron went away to purchase a box of chocolates for Olu and upon return complimented his service as patient, professional, helpful and beautiful.

10 September 2020

A vulnerable couple came into the office today had no acknowledgement on how to use a PC at all. So Jenny and Jordan attempted to start an application form with the reference number however it wouldn't work so Jenny decided to contact council housing Who then informed her that the form had already been done so Jordan then scanned about 20 pages of documents and emailed it to the relevant department about half an hour later they came back with flowers.

More focus on resolving customer need

On 31st July, Mrs G an elderly Blue Badge applicant who Anthony assisted sent her niece down to the Edmonton Green Library hub with a cake in appreciation of the patience, time and wonderful customer service she enjoyed.



PayPoint - improving accessibility for payment in person

- A payments consultation was conducted to discover why customers chose their preferred payment method.
- Results from the consultation showed that 1 in 5 customers like to use cash and some customers had a preference to pay in person.
- There was only one location in Enfield (Cashiers Counter at the Civic Centre) where payment in person could be made and could accept cash.
- Cashiers opening hours were restricted to 10am to 2pm, working days only.
- Bill payment at PayPoint was subsequently launched to provide accessible and convenient locations across the borough for “face to face” payments.
- 140 PayPoint locations across the borough. Many are open 7 days a week, 6am-11pm.
- £3.1m income collected via PayPoint since launch end of Feb'20 (28k transactions, one third increase from prior year).
- This has supported local retailers by increasing footfall into their shops.
- Payments are now being taken at PayPoint retailers all over the UK but mostly importantly at a time and place convenient for our residents.

Focus on accessibility of Website and Phones

Providing Accessible Digital Services

- During lockdown, a significant number of council services were not available via face-face; but continued to be available on web and phones.
- The website sustained all business as usual transactions as well as the additional demand generated by Covid-19 related work; such as food support webform, financial hardship, support for businesses webform, etc.

Covid 19 - Accessibility of our Website

23 MARCH – 31 AUGUST, 2020

<https://new.enfield.gov.uk/services/your-council/enfield-response-to-covid-19/>

<u>TOTAL PAGE VIEWS</u>	<u>70,732</u> (3.27% OF 2.1M TOTAL)
1. COVID-19 HOMEPAGE	26,254
2. FINANCIAL HARDSHIP	18,849
3. REGISTER OFFICE	3,278
4. PARKING & TRAVEL	3,242
5. LIBRARIES	2,869
6. ADVICE FOR BUSINESSES	1,793
7. COMMUNITY SUPPORT	1,467
8. PARKS AND OPEN SPACES	1,463
9. HOMELESSNES	755
10. CIVIC CENTRE	629

Covid 19 - Accessibility of our Website

23 MARCH – 31 AUGUST, 2020

<https://new.enfield.gov.uk/services/business-and-licensing/covid-19-guidance-for-employers/>

<u>TOTAL PAGE VIEWS</u>	<u>25,313</u> (1.17% OF 2.1M TOTAL)
1. GUIDANCE HOMEPAGE	13,914
2. DISCRETIONARY GRANT FUND	3,746
3. FINANCIAL SUPPORT	2,211
4. SHOPAPPY	952
5. REOPENING SAFELY	911
6. SELF EMPLOYED	646
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Accessibility of the Website

Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018

“The accessibility regulations came into force for public sector bodies on 23 September 2018. They say you must make your website or mobile app more accessible by making it ‘perceivable, operable, understandable and robust’.

- New accessibility statement
- New CMS to enable Enfield to achieve the standard required
- Includes new software suggestions such as Browsealoud which translates the website and PDFs to any language, supports size of font and background selection for visually impaired, support for dyslexia and read aloud, etc.
- Better functions that are simple and straightforward that support the user experience i.e. real time guides such as: you cannot choose this date for collection, dates available are..
- Better data and insight to capture customer, comment and feedback, getting to the problem quicker.
- Ensuring a robust deliverable 24/7.

Future improvements

CMS (Content Management System) = new website.

CRM (Customer Relationship Management) = manages all relationships and interactions with customers.

The first phase of these renewal projects will be achieved in **Q1 2021**. It is called the Minimum Viable Product phase. Phase 2 starting in Q2 2021, will see more significant improvements.

Benefits of the new CMS/CRM:

- More accessible and inclusive digital customer experience.
- Right first-time service delivery.
- Increase effective customer self-service.
- Use customer data and feedback to improve service delivery.

Website (CMS) and CRM replacement

We are starting engaging **customers and key stakeholders to influence** the redesign.

Participants in focus groups are also being sourced from a variety of different groups, including:

- Over 50s Forum.
- Disability Network Group.
- Ethnic Minority Network.
- Parent Engagement Network.
- Youth Parliament.
- Build upon our interaction with businesses through Covid19.
- Internal Stakeholders.

Future Improvements: Telephony

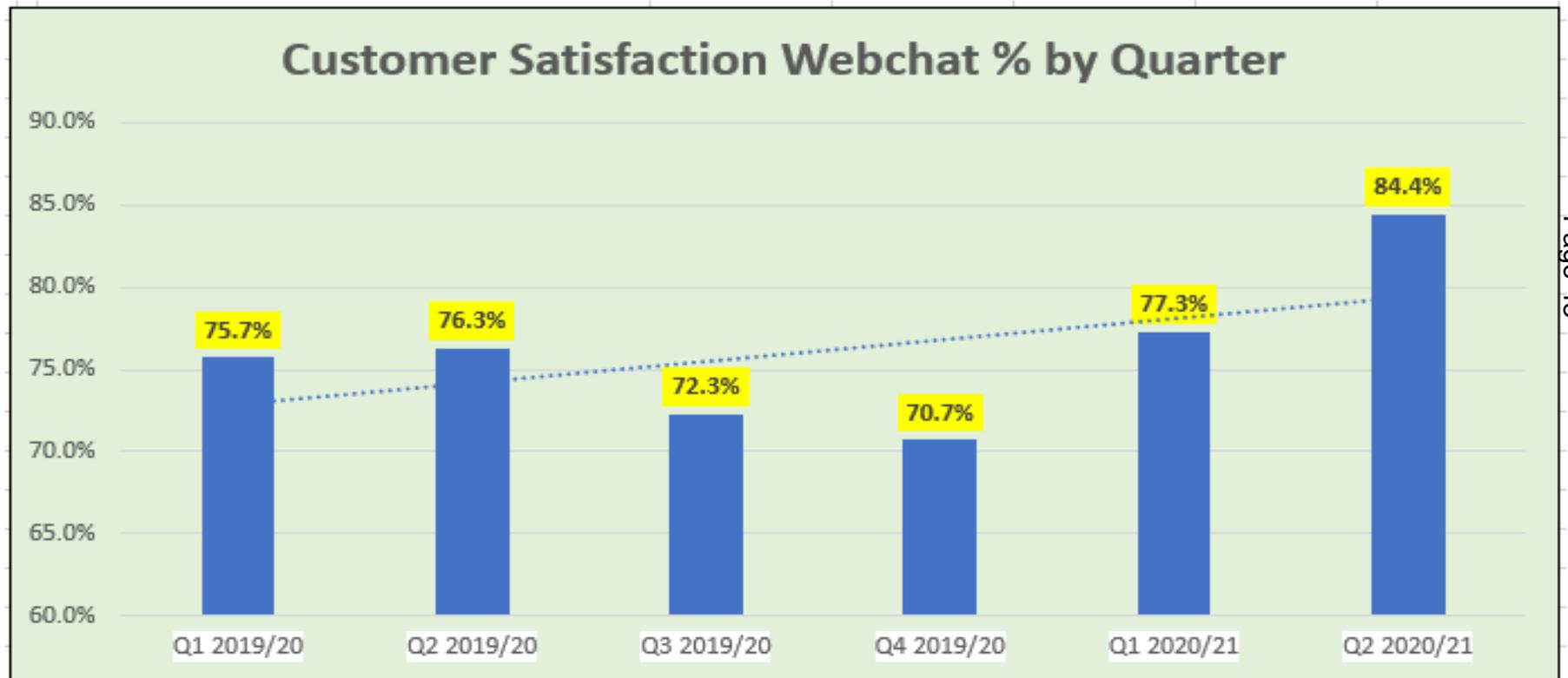
- Currently multiple telephony systems – move to one.
- Benefit is customer journeys performance can be monitored with improved transfers.
- Ability to measure Customer Experience from enquiry to resolution - for the first time.
- Implementation autumn 2021.

Current Activities

- High Level technical specifications have been gathered and exchanged with provider.
- User requirements have been collated via consultative workshops.
- Activities underway to carry out initial discovery work of current estate.
- In active engagement with current service provider to discover LBE roadmap.

Customer Feedback webchat

Webchat Customer satisfaction was previously low as there was little resource to cope with the increasing demand trends. However, it has improved incrementally and consistently. This is due to the improved coaching and stable resourcing of the channel.



Summary

How do we measure if our services are accessible?



Mystery shopping results (phones, Face to Face and web).



Right first time for transactions (baselining and improving right first time transactions).



Positive feedback from Stakeholders (monitoring complaints and MEQs).



Positive feedback from customers (e.g. quantitative and qualitative).



growth in usage of the website and webchat.

What's next

Accessible Face to Face Services

- Expanding the early help support provided in the Community Hubs (e.g. employment skills).
- Continue to grow our digital offer through libraries and supporting those that are digitally excluded.

Accessible digital services

- New website with improved customer interaction by Q2 2021.
- Continued investment into webchat as a stable channel.
- Improved telephony by Q3 2021.
- Improvements to individual customer journeys (i.e. Waste, Planning, etc.).

Customer insight

- Measuring right first time and resolution.
- Mystery shopping.
- Early intervention based on insight.

Summary

Moving Customer Experience Forward



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