

1 Digital Channels (Website) Development Project

- Web Engagement Officer recruited
- Web Champions established with service representatives
- Web content standards developed
- Home page re formatted and landing pages redesigned to assist navigation
- Images added to 3rd level pages with mobile devices in mind
- Govmetric and Google analytics added to site for performance monitoring
- Options for new site considered (Joint LCC option suspended)
- Council Tax bill redesigned and linked to web site content
- Process for capturing Council Tax E-Billing requests set up
- Planning Application pages linked through to Leicestershire Villages site
- New Capita Payment Portal made live

2 Customer Relationship Management (CRM) Development Project

- Specialist transformation staff recruited for an initial period of 6 months from October 2012, subsequently retained until end of June 2013
- Initial focus on new council tax support service as a priority area but other priorities identified around Northgate e-revenues, e-benefits and e-services as well as housing repairs and waste services.
- Commenced detailed resource planning to make the best possible use of resources available.
- Maintained stable performance in customer services during a period of significant change.
- Integrated self service process now on the web and across customer services for missed bins, prevents double keying and promotes channel shift.
- Significant work undertaken to support use of `Campaign Management` functionality which is being used across the CTR process to drive customer contact.
- Developed self service authentication framework to underpin Council Tax Review.
- Supplier workshop held to frame next phase of CRM development and inform options.
- Implement changes to payment processes to integrate the new Capita Payment Portal

3 Enterprise Document Management (EDM) Project

- Successful extraction from CRM Campaign Manager of CTS letters and import into EDM
- Data matching legal agreements signed and cohort customer data matched across Northgate Revs and Bens and CRM. The work was undertaken by Experian.
- Matched data electronically added back into CRM
- Creation of a link from CRM customer record directly to CTS Review Letter in the EDM
- Integration between Northgate Revs & Bens and EDM completed; a link has been created from each Benefit case to the documents for that one case held in the EDM. Then a separate link has been created directly to the CTS Review Letter.

- Usability testing (internal and external) completed.
- Work package written, market analysis of Corporate EDM systems completed and recommendation by SOCITM made.
- Metrics plan written and collation of baseline metrics started
- Ongoing interface with Web Project

4 Universal Credit Pilot (UCP) Bid Project

- First test of channel shift within the cohort was identified as a review of all customers receiving Council Tax Support (CTS) to confirm if their current claim details are correct or not.
- Registration and CTS Review online services developed and implemented using existing technology. Tested usability of Campaign Manager software as part of the CTS Review project.
- Full testing of both new processes done with both internal and external customers.
- Managed campaign developed for CTS review. Consideration given to profile of customers and channels of communication such as Twitter included.
- CTS Review FAQ developed to capture customer issues.
- More detailed information is starting to be gathered around the barriers of those who did not engage fully with the new online service – via phone and visit where appropriate.
- 2 tests of community involvement around channel shift are in the early stages of being developed.
- Management Information to support analytics developed using CRM and Google analytics.
- Staff and partner awareness sessions run to raise awareness of campaign.
- E Benefits (including new claims and changes of circumstance in both self serve and assisted versions technically installed. Several staff training and set up days and site visits to other authorities using E Benefits have taken place.
- Partnership Delivery Group established and 5 key deliverables as outlined in Appendix D.
- Case History presented on local BBC Sunday politics show – well received and indicated may wish to follow up later.
- Focus groups held with around channel shift and getting into work – client groups targeted were those furthest from being able to channel shift or from the job market.
- Identified first test of triage in partnership with the DWP – lone parent interviews at the Children Centres went live 8.4.13 and is continuing.
- Additional workstream added in relation to ground floor service delivery at Parkside.
- Early meetings with Parkside partners and JC+ held around to identify and gain agreement of what works are required.
- Several and frequent presentations given to a variety of audiences promoting our UCP activities.
- Commitment provided to work with UC team around cost modeling.

5 Single View of Vulnerability Project

See UCP

6 Social Fund Implementation Project

Decision taken not to go with a localised version. Service delivered at a regional level by LCC.

7 Review of Local Government Funding (Including Council Tax Support Service Implementation) Project

- Members approved Council Tax Support Scheme and discretionary scheme 12 December 2012.
- Members approved revisions to technical changes to Council Tax to help fund the new scheme and to encourage occupation of empty properties
- All Council Tax Benefit cases contacted in January 2013 to be advised of the new scheme and the impacts of the change
- All major landlords contacted and advised of changes to empty property exemptions in January 2013 to enable them to make plans for changes in April 2013.
- Intensive testing and preparation of system changes undertaken.
- Major improvements to website to promote information on website and improve accessibility.
- Purchase of new online calculators to enable customers, their representatives and MBC staff to calculate bedroom tax, Council Tax Support and other welfare benefits
- Production of Me and My Money leaflet focusing on support for people around jobs, home and work. Introducing the 'Me and My....' Branding
- Presentation to Parish Councils on the impacts of changes to Local Government Funding and of the new Council tax Support scheme
- Use of twitter to promote changes to Council Tax Benefit
- Customers identified within Mosaic groups and specific engagement plans introduced with consideration to their contact preference profile.
- Ongoing training with staff across a number of sections – and customer services in particular- to advise of the changes and to prepare them to support customers
- Information Sheets produced for staff and customers to provide up-to-date information and simplify the changes.
- Welfare Reform and Council Tax Support changes Advice Day for people affected by changes. Over 200 people attended the event which was undertaken in partnership with LCC, Adult Learning Services, Energy Action Melton, Severn Trent Water Authority, Job Centre Plus, C.A.B., Clockwise,
- Funding obtained from Melton Safer Community Partnership to fund support worker to give financial/debt advice to people affected by the changes
- Number of Council Tax installments changed from 10 to 12 for people affected by change to Council Tax Support. Annual Council Tax Bills produced on time to start from 1 April 2013.