

SERVICE ANNUAL PERFORMANCE REPORT

CUSTOMER SUPPORT SERVICES	PERIOD: FINANCIAL YEAR 2019/20																																
DELIVERING OUR OUTCOMES – CASE STUDIES ILLUSTRATING THE POSITIVE CONTRIBUTION TO OUR COMMUNITIES																																	
<p>Corporate Outcome: People Live Active Healthier and Independent Lives.</p> <p>Business Outcome 101 We Ensure Information and Support is Available for Everyone.</p> <p>1. 2019/20 was the first full year that the pro-active Keep In the Loop Service was deployed. It proved hugely popular as a customer engagement tool and 7,927 customers subscribed to receive notifications across the range of services</p> <table border="1" style="width: 100%; border-collapse: collapse; margin: 10px 0;"> <thead> <tr> <th style="text-align: left;">Notification Type</th> <th style="text-align: right;">Count of Mailing ID</th> <th style="text-align: right;">Mailings Opened</th> <th style="text-align: right;">Clicked on Link</th> </tr> </thead> <tbody> <tr> <td>News Roundup</td> <td style="text-align: right;">49</td> <td style="text-align: right;">90,377</td> <td style="text-align: right;">15,216</td> </tr> <tr> <td>Consultations</td> <td style="text-align: right;">23</td> <td style="text-align: right;">37,158</td> <td style="text-align: right;">9,121</td> </tr> <tr> <td>Coronavirus</td> <td style="text-align: right;">2</td> <td style="text-align: right;">25,780</td> <td style="text-align: right;">1,179</td> </tr> <tr> <td>Disruptions</td> <td style="text-align: right;">150</td> <td style="text-align: right;">15,683</td> <td style="text-align: right;">2,117</td> </tr> <tr> <td>Changes to Services</td> <td style="text-align: right;">6</td> <td style="text-align: right;">11,509</td> <td style="text-align: right;">3,087</td> </tr> <tr> <td>Customer Satisfaction Surveys</td> <td style="text-align: right;">1</td> <td style="text-align: right;">2,149</td> <td style="text-align: right;">882</td> </tr> <tr> <td>Grand Total</td> <td style="text-align: right;">231</td> <td style="text-align: right;">182,656</td> <td style="text-align: right;">31,602</td> </tr> </tbody> </table> <p>For customers it meant that they have been kept up to date with topical council information and opportunities to provide valued input on matters that affect them and for the council it has meant a reduction in needless contacts on things like service disruptions but also a significant increase in people taking part in consultations and surveys that influence strategy and decision making. This in turn helps the council deliver services that reflect the needs of our communities. Right at the end of the year a relaxation of GDPR for the Coronavirus allowed KITL to be used to send key messages to circa 40,000 email addresses held and so items like the Weekly Council Newsletter, produced by the council’s Communications Team, is now regularly read by over 20,000 people.</p>		Notification Type	Count of Mailing ID	Mailings Opened	Clicked on Link	News Roundup	49	90,377	15,216	Consultations	23	37,158	9,121	Coronavirus	2	25,780	1,179	Disruptions	150	15,683	2,117	Changes to Services	6	11,509	3,087	Customer Satisfaction Surveys	1	2,149	882	Grand Total	231	182,656	31,602
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<p>Corporate Outcome: People Live Active Healthier and Independent Lives</p> <p>Business Outcome 101 We Ensure Information and Support is Available for Everyone and Growing our population.</p> <p>2. The UK Government launched its EU Settlement Scheme on 30th March 2019 to allow EU, EEA and Swiss citizens and their family members who want to stay in the UK to get UK immigration settled status following a UK withdrawal from the EU. The evidence verification element of the process proved challenging for many applicants who did not have the necessary digital skills. Argyll & Bute Registration Service therefore provided a free assisted digital service in partnership with the UK Visas and Immigration Service, to offer our EU/EEA nationals the facility to locally verify their ID documents and so achieve Settled Status. This was in place from May 2019 and only 6 other Scottish councils had a similar scheme. 159 applicants used the service to help them achieve settled status and so stay in Argyll and Bute contributing to its economic regeneration.</p>																																	

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Corporate Outcome: People Live Active Healthier and Independent Lives

Business Outcome 101 We Ensure Information and Support is Available for Everyone and We are Efficient and Cost Effective.

3. In Autumn 2019 the council ceased the distribution of paper bin uplift calendars to all households as part of efficiency processes and environmental gains. Between September and November 2019 the last of the paper waste calendars expired and a series of digital options were designed and introduced to allow customers to readily determine their uplift dates for the different types of waste, including:
- An online property based bin day uplift lookup
 - Over 200 downloadable and printable pdf calendars that can be updated immediately if route changes occur
 - An iCalendar equivalent of the pdf calendars that can be downloaded into customers mobile devices to display in their calendars and provide alerts when bins are due for uplift
 - A bin uplift day display in the MyAccount page of the 7000+ customers signed up to MyAccount
 - A 24/7 voice automated bin day uplift service on the 01546 605514 Amenity Golden Number
 - Service disruption announcements online, through voice automation and through Keep in The Loop when the bin uplift service is disrupted

Although digital options were made as simple as possible to use, it was recognised that a small number of people could not use these resources so a safety net was put in place to provide printed calendars on request via the Contact Centre and Service Points. However the digital options were so effective that 96% of calendar related transactions were fulfilled by them and only 3091 printed calendars were issued on request, saving £20,000.

Corporate Outcome: People Live Active Healthier and Independent Lives

Business Outcome 101 We Ensure Information and Support is Available for Everyone

4. The Council's Participates in the National 'Tell Us Once' Service which lets bereaved families opt to share the information about the death of a loved one with different organisations and teams within organisations. This means they do not have to make multiple telephone calls for example about council tax, benefits, social care etc. at a time of grief. In Argyll and Bute the Registration Service manages this scheme and promotes its benefits widely to maximise take up and as a way of sign posting families to all the other bereavement related services available. In 2019 there were 946 families eligible for the scheme and 851 used it – 90%. This compares very well with the national average of 78% and means that many more people in Argyll and Bute are being supported through the difficulties of bereavement.

Corporate Outcome: People Live Active Healthier and Independent Lives

Business Outcome 102 We provide support, prevention and opportunities to help people make better lifestyle choices

5. Identifying an area for improvement in relation to sickness absence for the Council through benchmarking and a wellbeing survey in 2018, the HROD team developed a wellbeing strategy that shifted the Council's focus from reactive to proactive in terms of wellbeing using a simple three pillars of wellbeing approach. Funding to implement and embed the strategy was secured and a wellbeing team are now in place to support the roll out of key initiatives that form the wellbeing strategy.

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Corporate Outcome: Our Economy Is Diverse And Thriving

Business Outcome 112 Argyll and Bute is promoted to everyone

Corporate Outcome: Getting It Right

Business Outcome 115 We are Efficient and Cost Effective

6. One of the council's key approaches to transformation and efficiency is income maximisation and in 2019/20 the council's Registration Service completely revamped its service offering and marketing approach to provide enhanced services for customers and increase income. This included launching a new [Wedding Website](#), [Facebook Page](#) (116 followers) and [Instagram Account](#) (1335 followers), with a popular promotional novelty using Kiltie The Bear to attend weddings and promote venues etc. In addition a range of new services were introduced including Renewal of Vows Ceremonies and Naming Ceremonies. Wedding tourism is hugely important to Argyll and Bute and despite the Coronavirus casting a shadow over the last 2 months of the 2019/20 year, Registrars performed 710 marriages and brought in £268,000 of income to offset the cost of the service.

Corporate Outcome: We have an infrastructure that supports sustainable growth

Business Outcome 113 Our infrastructure is safe and fit for the future

7. IT Innovation

- **Helensburgh Server Room** - We have completed the project to replace all servers and storage for our Helensburgh data centre resulting in a more efficient and cheaper ICT infrastructure which will service the council's needs going forward. This follows the successful conclusion of a similar project covering the Kilmory data centre last year and means the Council now has a robust, safe and secure, central server infrastructure capable of supporting the Council's needs for the coming years
- **Cyber Essentials Plus** - The Council was one of the first Scottish Councils to achieve Cyber Essentials Plus accreditation and became one of only a few to be reaccredited. This independent national assessment programme confirms that the ICT Infrastructure meets the highest security standards expected of a local authority
- **Launch of full integration of Carefirst with HSCP – innovation around access** - The H&SCP completed a migration from their legacy NHS patient management system and now operate on a single integrated Carefirst platform. Innovative access arrangements have been developed by Council ICT staff to ensure the system is fully available across both Council and NHS networks

SERVICE ANNUAL PERFORMANCE REPORT

Corporate Outcome: Our Economy Is Diverse And Thriving

Business Outcome 112 Argyll and Bute is Promoted to Everyone

Corporate Outcome: Getting It Right

Business Outcome 116 We engage and work with our Customers, Staff and Partners

8. The Communication Team promotes the area as a great place to live, work and visit. As part of this the Team introduced the hashtag abplace2b, developed the website www.abplace2b.scot to help attract people via digital communication channels, and delivered social media campaigns targeted at working age people. As a result:
- Thousands of people have been persuaded to find out about www.abplace2b.scot
 - The council's Instagram account, focused on attracting people to the area, remains the most followed Scottish council site, with members of the public tagging to date more than 15,000 images of the area with #abplace2b on Instagram alone. Using social media to enlist the support of the public in promoting the area resulted from a previous year's budget consultation when we the public told us that this (social media) would be their preferred way of getting involved.
 - We are receiving positive feedback from people wanting to come to the area, with this comment below providing the best example of the contribution 'abplace2b' communication is having.

Caroline Drew And it's fantastic. Due to your updates on your Facebook over the past 18 months. We are making the big move to the area. We have just had an offer accepted on a house. Can't wait 😊 thank you for your updates, info, FB links and posts.

Corporate Outcome: We have an infrastructure that supports sustainable growth

Business Outcome 115 We are efficient and cost effective

9. **Transition to home working for the Corporate workforce at the start of the Covid -19 pandemic** - Following years of innovative work to ensure the Council operated with a fully flexible workforce and working environment, the Council was able to almost seamlessly transition to a fully home based setup at the start of the Covid-19 pandemic. With 1250 staff working each day from home and all accessing relevant corporate and departmental systems, the Council has been able to continue to deliver first class front line services for the communities of Argyll and Bute. Through March and April council staff have participated in more than 10,000 Skype meetings with 40,000 participants.

Corporate Outcome: Getting It Right

Business Outcome 116 We engage and work with our Customers, Staff and Partners

10. As part of our work to involve local people in the decisions of the council, the Communication Team runs an annual budget consultation which has been recognised as good practice by Audit Scotland. We maintained a good level of response again this year, with 1,400 responses and more than 2,300 comments.