

Cabinet Committee on Performance Improvement
Meeting to be held on 30 August 2012

Electoral Division affected: All

Customer Experience Project – Online Bus Information
(Appendix 'A' refers)

Contact for further information:

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Executive Summary

The customer experience project was designed to offer Lancashire County Council services the facility to better understand the needs, experiences and aspirations of their service users to enable service improvements.

The individual research projects are undertaken by the County Council's graduate management trainees.

Wave 4 of the programme (December 2011 – August 2012) is currently being completed and thus far 9 projects have completed customer experience research. These 9 projects are listed over the page and includes one relating to:

- Bus services – online information

The completed customer experience report relating to this project is set out at Appendix 'A'.

An overview presentation of the report along with an update on actions that the service has taken in response to the findings will be made at the meeting by the graduate who undertook each of the research projects and a representative from the service.

Recommendation

The Cabinet Committee is asked to note and comment on the Bus Services customer experience project report.

Background and Advice

The customer experience project was designed to offer Lancashire County Council services the facility to better understand the needs, experiences and aspirations of their service users to enable service improvements.

The individual research projects are undertaken by the County Council's graduate management trainees. The programme is managed, and individual projects are organised, under the guidance and support of the Corporate Policy and Performance Team.

Thus far more than 35 service areas have undertaken research as part of the programme. Those services that have most recently undertaken customer experience projects (as part of wave 4 of the programme) are:

- Bus services – online information (report set out at Appendix 'A');
- Charges at country parks;
- The experience of service users with a child protection plan;
- Quality assurance in respect of safeguarding and children looked after;
- Alternative and complementary education and residential services: exploration of the current service and identification of future requirements;
- Primary and secondary school meal take up;
- Tracking customers discharged from acute hospital;
- Exit Strategy for Learning Disability Development Fund (LDDF);
- Employment Training/Support for Learning Disability Clients.

Consultations

The service manager and senior officers in the Environment Directorate have received the report set out at Appendix 'A'.

The cross-directorate performance working group was consulted and developed the customer experience project programme.

Implications:

This item has the following implications, as indicated:

Risk management

No significant risks have been identified in relation to the proposals contained within this report.

Local Government (Access to Information) Act 1985
List of Background Papers

Paper	Date	Contact/Directorate/Tel
Report to the Cabinet Committee on Performance Improvement – 'Customer Experience Project – Young People's Service'	10 January 2012	Dave Gorman, Office of the Chief Executive, (01772) 534261

Reason for inclusion in Part II, if appropriate

N/A