

PORTFOLIO:

CORPORATE RESOURCES

Report of
Portfolio Holder:

**COUNCILLOR
MRS J GEDDES**

KEY DECISIONS

All key decisions are as in the minutes of Executive decisions.

NON KEY DECISIONS

All non-key decisions are in the minutes of the Executive decisions.

CUSTOMER CONTACT CENTRE

MEMBER SUPPORT & EMPLOYEE SERVICES UPDATE

NORTH WEST CHARTER ON ELECTED MEMBER DEVELOPMENT

A meeting took place on 6 August between David Williams, Linda Mattinson, George Sandford (external Consultant), Ruth Ashworth from North West Employers Organisation and I regarding the North West Charter on Elected Member Development.

The Council signed up to the Charter in 2002, initially with little progress to actually achieve the award. However, over the past 12 months, it was felt that the authority had come a long way in improving the learning and development of it's Members and requested an assessment visit by Ruth in order to clarify the authority's current position, set up an action plan and confirm a timescale for official assessment in order to achieve the award.

Following the meeting, it was agreed that the authority was well on target with a few areas still requiring some action and we were advised to arrange for full assessment in June 2005 and hopefully achieving the award in October / November 2005.

EMERGENCY PLANNING

As part of our continuing development of Emergency Planning, Members may be interested to know that we are hosting a major Emergency Planning Exercise on 9th November 2004. The exercise will involve establishment of our multi-agency Emergency Control Centre here on the first floor of the Civic Centre.

Ourselves, Emergency Services and other partners will then simulate the management of a major incident from that control centre.

The exercise will be preceded by a joint training event on 4th October 2004. Members may care to note that as a result the first floor of the Civic Centre will be in use for these events on the respective dates.'

MARKETING THE CUSTOMER CONTACT CENTRE

Progress so far

- At the start of August a shortlist of three design agencies were invited to present creative ideas for the launch of the Customer Contact Centre. Stormhouse was chosen, because of their enthusiasm, flexible approach, understanding of the issues, and previous public sector experience.
- We have been working with Stormhouse to develop their initial suggestions, and the visual approach for the campaign has been agreed.
- The communications team has prepared a Marketing plan which is summarised below.

Timing

- The CCC opens in November, but the public 'launch' will take place in January, to give the new staff and systems time to settle in.
- We have already started informing residents about the new CCC, with an article in the Autumn Focus and a prominent sign in the Civic Centre Foyer (copy attached). However marketing activity will be focused around the public launch in January, with ongoing promotion continuing throughout the year.

Budget

- We have been allocated a small marketing budget of £6,500. The marketing activity will be selected to make the most effective use of the budget available.

Proposed Activity

- The marketing material will have a theme of 'At your service...', giving a consistent visual impact across all the different pieces of promotion.
- The campaign will promote a strong and positive message about Carlisle City Council.
- We aim to achieve as much visibility as possible for this message, using a broad mix of media including:
 - the website
 - Carlisle Focus and other council communications.
 - leaflets and posters at all City Council customer contact points, and other sites throughout the region.
 - press coverage
 - press advertising
 - outdoor advertising (advertising on Carlisle City Council vehicles, roadside 48 sheet posters, bus shelter posters and a banner on the Civic Centre are all being investigated to see what we can fit into the budget)
 - face-to-face promotion by customer contact staff

- We hope to work closely with the new customer contact centre staff to develop a clear brand vision that will be developed into consistent brand guidelines for communications and customer interactions going forwards.

COMING SOON

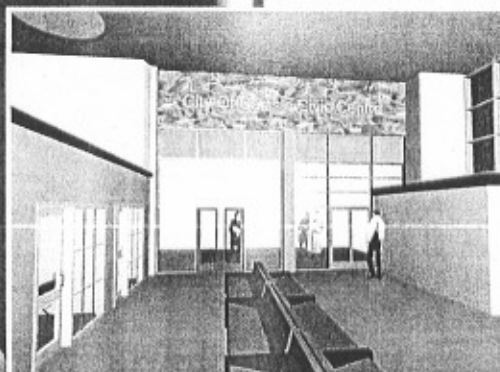
Work is now underway here on our new Customer Contact Centre.

Putting you, our customers, first is one of Carlisle City Council's core values. That's why we're making some big changes that will make it easier and more convenient for you to get in touch with us.

The opening of the Customer Contact Centre in November 2004 will make it easier for you to access all our services. Whether you approach the City Council in person, by letter, by telephone, by e-mail or over the internet, our dedicated, trained customer service personnel will be here to help.

The main difference you'll see in the Civic Centre is our improved reception area, with fewer queues, comfier waiting areas and even a play area to keep the children occupied.

You're welcome to have a peek yourself to see how we're getting on!



**CARLISLE
CITY COUNCIL**



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