

CABINET MEMBERS REPORT TO COUNCIL

6 APRIL 2017

COUNCILLOR N DAUBNEY - CABINET MEMBER FOR SYSTEMS AND ECONOMIC DEVELOPMENT

For the period 23 February to 28th March 2017

1 Progress on Portfolio Matters.

'My Account'

The council's online account 'My Account' was launched on 8th February. To date (23rd March) 2,544 accounts have been opened by our customers. To give this some context, our Account Manager was at a council recently where they had a 'my account' service for three years and had 2,000 account holders.

42% of accounts have been opened out of office hours. Definitive self-service in action.

Contact Centre

The council's contact centre has been busy with enquiries following the despatch of the annual council tax bills. However, I am very pleased to report that the volume of enquiries has significantly reduced in comparison to previous years. More customers are opting to receiving their council tax bills by email which, in turn, reduces the cost of printing the bills.

Web Chat

We have launched a new Web Chat service which has been built in house by our own Web Team. The system is proving popular with over 50 'chats' being held with customers on a particularly busy day. Advisors are able to hold multiple 'chats' with customers online. Feedback on the service has been very positive and we will look at ways of developing this service in the future.

'Switched On'

The Corporate Channel Shift Project Team is currently developing the councils Digital Strategy for 2017/18. It will focus on promoting the take up of our digital services and continuing demonstrate our commitment to providing residents and businesses with the best possible service, whilst embracing the latest technology.

Business Improvement District (BID)

Following the vote of Town centre businesses to support this initiative, steps are now being taken to make the wish a reality. A board of directors will report to an open meeting of all eligible business members. A service level agreement with the council under discussion will mean that the council collects the revenue to enable the BID to deliver on its business plan to promote and enhance business opportunity within the BID area.

Local Enterprise Partnership (LEP)

The council is working with neighbour districts and county councils and LEPs to clarify status following the decision not to pursue a combined authority option. Part of the Greater Peterborough Greater Cambridge LEP will of course be a combined authority (Peterborough and Cambridge). At a recent meeting we took confidence in the message that our membership and influence with LEP activity would continue.

The council is working with both LEPs on preparing Economic Strategies for the two LEP areas.

King's Lynn Coastal Community Team

As previously advised King's Lynn was successful in acquiring funds to finance work with business to research business needs, requirement and promotion initiatives. Before publication of this report the council representatives will have met with local business leaders and have started to make progress with this initiative.

Shared Technology Centre / Institute of Technology

The council is working with Anglia Ruskin University, College of West Anglia and the Greater Cambridge Greater Peterborough LEP on the feasibility on setting up a technology centre in King's Lynn. The centre would offer space and state-of-the-art equipment to enable West Norfolk businesses to test prototypes and pilot new products and services.

2 Meetings Attended and Meetings Scheduled

Since last meeting

Cabinet

Norfolk County Economic Development member and officers

GCGP Leaders Meeting

College Corporation

BID Meeting

Town Centre Partnership

Chamber of Commerce –West Norfolk Council

Business Visits with MP and MEP

Planned
Chamber of Commerce