

**Over 50s Forum**  
**13<sup>th</sup> December 2016**

**Sarah Homer**  
**Interim Chief Operating Officer**

# Agenda

1. Introduction
2. Online update and web developments
3. Our revised approach to improving the Customer Experience
4. Emerging thinking about a new vision for Havering
5. Questions and Discussion



# Online Update

The screenshot shows the Havering London Borough website homepage. At the top is a blue header with the Havering logo, navigation links (Sign In / Register, Accessibility, Council Services), and a search bar. Below the header is a 'Popular Tasks' section with links to 'Pay the council', 'Council tax change of address', 'Housing repairs', 'Report a missed rubbish collection', and 'Parking permits'. A grid of 15 circular icons represents various services: Jobs, Planning, Council Tax, Housing, Benefits, Rubbish & Recycling, Parking, Roads & Travel, Environmental Issues, Schools & Education, Births, Deaths & Marriages, Adult Social Care, Libraries, Parks & Leisure, Business in Havering, Your Council, and Children and Families. Below the grid is a banner for the 'Havering Show 2016' with a photo of a crowd and a 'Read more' button. Further down is a 'Latest News' section with three articles and an 'Upcoming Events' section with three events, each with a date and a 'See more events' button. At the bottom is a social media section for Twitter and Facebook, and a footer with contact information, a sitemap, and social media icons.

**Havering**  
LONDON BOROUGH

Sign In / Register Accessibility Council Services

Find information, advice and more...

**Popular Tasks**

- Pay the council
- Council tax change of address
- Housing repairs
- Report a missed rubbish collection
- Parking permits

**Jobs**  
**Planning**  
**Council Tax**  
**Housing**  
**Benefits**  
**Rubbish & Recycling**  
**Parking, Roads & Travel**  
**Environmental Issues**  
**Schools & Education**  
**Births, Deaths & Marriages**  
**Adult Social Care**  
**Libraries, Parks & Leisure**  
**Business in Havering**  
**Your Council**  
**Children and Families**

**Havering Show 2016**  
The Havering Show is the borough's biggest free event and took place over the August Bank Holiday weekend, Sunday 28 and Monday 29 August 2016.  
[Read more](#)

**Latest News**

- Grants for housing 1 day ago
- Shared Lives in Havering 2 days ago
- Hamford Leisure Centre issues update 2 days ago

[Read more news](#)

**Upcoming Events**

- 16.000 11:00am Yoga Works in Haghsall Park: outdoor fun walk for the whole family with yoga mats along the way
- 18.30 18:30am Street Basketball: 100m Basketball Academy brings Basketball to the streets
- 12.00 12:00pm Wings Over Abbey Road: where rock meets reggae as an anti-globalisation band in the music of The Beatles and Paul McCartney's Wings

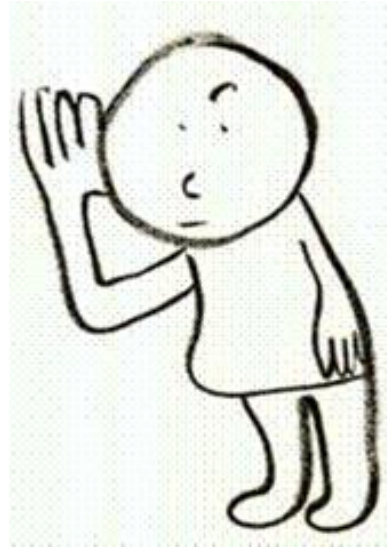
[See more events](#)

**Havering Council @LBHavering 11**  
The Havering team and top of council Twitter in the morning, today and tomorrow. Pop along & help out more. [Follow us on Twitter](#)

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# We're listening .....



- We've heard the feedback about the online only approaches last year ....
- We recognise that doesn't work for everyone ....
- We're developing much better online processes so they're easier to follow – digital by preference
- We will continue to provide telephone and face to face contact

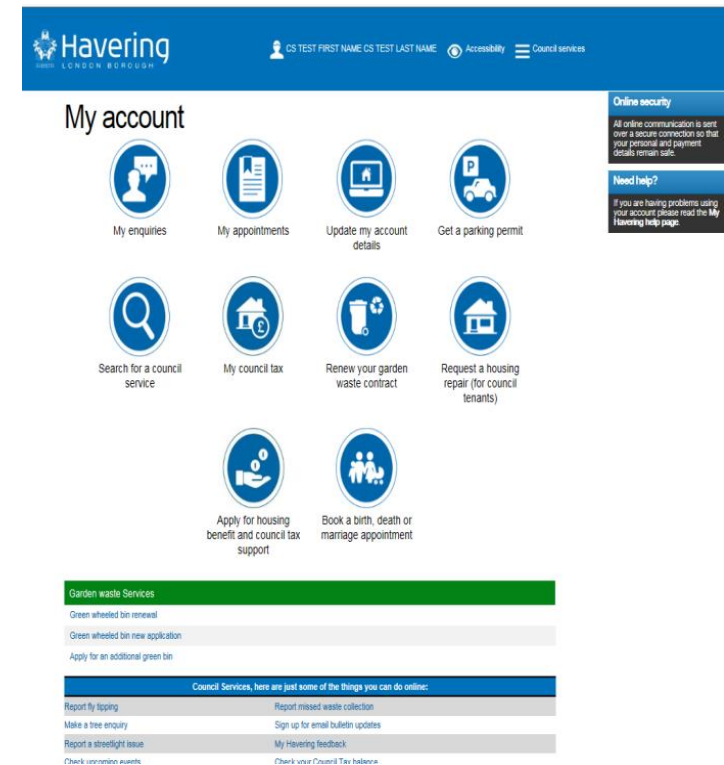
# What we've done

- We're **updating** and **modernising** the website, making it easier to use and find what you are looking for
- A **new-look homepage** and **top five tasks** went live last month
- A new more **powerful search engine** has also been introduced
- New sections for rubbish and recycling, parking, roads & travel and environmental issues have already been redesigned and are now live



# Plans for the future

- Completely **redesigning the website** section-by-section and turning off the old site. This work will be completed by April 2017.
- Improving the **My Havering portal** (My account). We've already made it mobile responsive and used the same look and feel as the website.
- Addressing the **smaller micro sites** that are in **use** council-wide.
- A new more **powerful search engine** has also been introduced



# How you can help

- We're looking for **feedback** on our new pages and the new site design
- We would like **four volunteers** from the Forum to help us
- The session takes place on **25 January 2017** from 10 – 11am in Central Library.
- If you can help please let Darren Bindloss know on 01708 432244 or [darren.bindloss@haverling.gov.uk](mailto:darren.bindloss@haverling.gov.uk)

# Customer Experience Strategy

We've listened to what people have told us ....

- We want a two-way relationship with our customers to create and deliver the best services as efficiently as possible
- We want customers to:
  - be able to access the right information to help themselves
  - be able to access the right service at the right time
  - see services improve as a result of their feedback
  - have digital services so good that they prefer to use them; and
  - be confident that payments are safe and reliable



# Creating a *positive customer experience* ....

- To achieve our objectives we must work together to create:
  - An understanding of our customers – their needs, experiences and preferences both now and into the future
  - Easy access to transparent information, advice and guidance and a proactive approach to using information
  - Continuously improving services
  - A trusting relationship
  - Less bureaucracy
  - An environment where you tell us only once
  - Safe secure payment process which meets industry standards; and
  - Reduced debt by increasing online and direct debit payments and encouraging advance payments

# Creating a *positive customer experience* ....

We intend to continuously improve our services by focusing on:

- How we interact with customers
- The information and intelligence we hold about our customers
- How we reconfigure services to achieve a great customer experience
- How we make the best use of technology to improve the customer experience
- How we create the environment for customers to apply, report and pay easily
- How to track progress easily; and
- Supporting the most vulnerable, proportionately and appropriately.

We are committed to publishing regular performance information so that customers can see the progress we are making towards achieving our goals.

## We want customers to be able:

## IN THE FUTURE

### NOW



- + to access the right information and be able to help themselves
- + to access the right service at the right time



— Multiple access points and payment methods

— Customers can't always find what they want

— We don't always get it right first time

— Costs are high

high volume  
low need



moderate volume  
medium need



low volume  
high need



+ Digital services so good that customers prefer to use them

+ Able to access the right information

+ Able to access the right advice and guidance

+ Confident that payments are safe and reliable

+ Pay before you buy to create less debt

+ Can track progress easily

+ Support the most vulnerable, proportionately and appropriately

# Havering over the next 10 years ....

- Ambitions for Havering are growing
- We will continue to capitalise on the borough's location with the opening of three Crossrail stations by 2019 and Beam Park station by 2020
- We will continue to invest in our housing, ensuring decent, safe and high standard properties are provided for our residents
- Over the next five years, 8,000 high-quality, suitable and affordable homes will be delivered across the borough to meet the needs of the growing population and support economic growth.
- The Rainham housing zone will bring 3,500 high-quality new homes, new school and additional health provision
- The Romford housing programme will deliver more than 3,000 new homes across the town
- The Romford Leisure Development (Ice Rink) is due to open in spring 2018, which will attract both businesses, visitors and residents
- The regeneration of Romford Market, to be completed in March 2018, will reinvigorate the town's famous market, bringing existing and new visitors to an attractive, vibrant and dynamic space as well as drawing business investment to the area
- We will continue discussions with Transport for London to increase transport links to the London Riverside Opportunity Area, as well as connecting the north and south of the borough, benefitting both businesses and residents

# Havering

## Making a Greater London



### Communities

making Havering



### Places

making Havering



### Opportunities

making Havering



### Connections

making Havering



# Communities

making Havering

Healthy and active lives

A good start for every child to reach their full potential

Families and communities look after themselves and each other

Supporting vulnerable residents in our communities



**Havering** - Making a Greater London



# Places

making Havering

A clean, safe environment for all

High-quality homes

Award-winning parks and open spaces

A vibrant cultural and leisure destination



**Havering** - Making a Greater London



# Opportunities

making Havering

First-class business opportunities

High-quality skills and careers

Dynamic development and  
infrastructure

A thriving local economy



**Havering** - Making a Greater London



# Connections

making Havering

A digitally-enabled borough

Capitalising on our location and connectivity

Fast and accessible transport links

Access to jobs and opportunities



**Havering** - Making a Greater London

↑ ✈ Stansted  
Airport  
37minutes

• 🚧 M25

🚆 King's Cross  
St Pancras  
35 minutes

🚆 Liverpool Street  
17minutes

🚆 Romford

🚆 Gidea Park

🚆 Harold Wood

🚆 Stratford  
Queen Elizabeth  
Olympic Park  
8 minutes

🏙 The City  
17minutes

# Havering Making a Greater London

🚆 Upminster

🚧 A12

🚧 A127

🚆 Canary Wharf  
27 minutes

✈ City Airport  
23 minutes

🚆 Elm Park

🚆 Hornchurch

🚆 Upminster  
Bridge

🚆 Rainham  
Beam Park

🚧 A13

• 🚧 Tilbury  
Docks  
19minutes

🚆 Fenchurch Street  
20 minutes

🌙 CEME  
Centre for Engineering and  
Manufacturing Excellence

• 🚧 M25