

Public Service Promise

Working together to make
Hackney a better place to live



Hackney Quiz





WESTMINSTER

THE CITY

HACKNEY

DOCKLANDS

Our Challenges

- Over 50% of residents in social housing
- 47% of children in low income households
- Worklessness well above London average
- Our answer:
 - working together to improve access to and experience of frontline services across the borough

Team Hackney Vision

“Partners share a commitment to developing services organised for the convenience of local people. Our vision is that Hackney’s citizens and businesses will experience efficient, high quality and seamless public services.

By planning together, we will make better use of public buildings such as schools, health centres and libraries and deliver value for money from public investment. Services will be grouped together according to the needs of the customer, wherever possible in town centre locations with good access to public transport. Shared use of buildings will bring together staff from different agencies to meet the needs of customers in an integrated way.”

Team Hackney Board
February 2007



Public Service Promise

- Two, simple deliverables

Customer Service Pledge

Shared use of front counters

Customer Service Pledge

- 17 partners signed up
 - statutory and voluntary service providers
- Working together for better customer experience in Hackney
- “No Wrong Door” sign-posting service

“No Wrong Door”



“No Wrong Door”

- Over 200 front counter staff from the 17 partner organisations have attended shared training
 - Improved customer handling practices
 - Shared information – handy maps, A-Z of services, memo cubes, Council newspaper, web database
 - ICT and telephony access at reception points



Your guide to public services in Hackney

ector support
n hundreds of
s with the k
pond to the needs
ost in need.
- 5.30pm Monday t
hine)

“No Wrong Door”

- Mystery shopping
 - 60 face-to-face visits
- Results:
 - 55% very good or good sign-posting

Shared Customer Services Centre

- Research study by Sector Projects Ltd
 - partners' asset management plans, capital programmes, service development plans
 - MOSAIC data for assessing service users needs, preferences and locations
- Identified a range of opportunities for shared front counters

Strategic Planning & Governance

- Options considered by senior managers at borough-wide conference
- Shared Front Counters Steering Group established, chaired by Borough Commander
- Primary Care Trust and Police developing business cases for transfer of front counter services to Council's new customer services centre opening in the New Year

- **Strategic objectives**
 - reduce health inequalities by enabling users to be better informed and increasing choice
 - holistic approach to service delivery through closer working with statutory and voluntary agencies that compliment PCT services
 - reach under represented groups
 - enhance customer insight and data gathering

- Proposed operational practice
 - Patient Advice and Liaison, GP Registrations, Social Care queries transferred to shared front counter
 - health promotion events and mobile clinics
 - Clinical Assessment Centre – call centre facility to manage GP referrals
 - shared community services



- **Strategic objectives**
 - split enforcement and customer service role
 - more information and intelligence sharing by being in a shared customer services environment
 - meet the public where they are at rather than expecting them to come into a police station
 - encourage more reporting for particular crimes, especially race and hate crimes, domestic violence, child abuse, sexual assault





- Proposed operational practice
 - two fully trained station police community support officers, volunteers and, if occasionally required, police constables
 - on site full time
 - full access to secure police systems and telephony
 - provision for receipt, safe storage and collection of property

Proposed Implementation timetable

Jan-April 09	Pre-start, confirmation of strategic objectives
April-Sept 09	Understanding partner requirements and aligning to Council's plans for new centre
Sept-Dec 09	Business plan confirmation
Jan-March 10	Service user consultation, customer journeys
April-Sept 10	Service transfer, communications
Oct 10	Phased implementation

Your Questions

yvonne.parish@hackney.gov.uk

