

**DERBYSHIRE COUNTY COUNCIL**  
**Strategic Leadership, Culture & Tourism**  
**Cabinet Member meeting**  
**28 April 2020**  
**CUSTOMER CHARTER**  
**Report of the Director of OD & Policy**

## **1. Purpose of the Report**

To seek approval for the revised Derbyshire County Council Customer Charter and implementation plan, noting the required integration with the forthcoming Customer Experience Strategy.

## **2. Information and analysis**

### **2.1 Context**

Customer Charters are common across the public and private sectors and form part of the 'brand promise' an organisation makes to its customers. They are usually an integral part of a Customer Experience strategy, and the Charters themselves are generally high-level, reflecting the varied nature of services within complex organisations. Customer Charters should be backed up by a set of Service Standards, which provide the customer with detail around what they can expect from the organisation and provide measures against which both staff can deliver and customers can hold the organisation to account.

Derbyshire County Council wishes to revise the current Customer Charter, having reviewed examples from other organisations and engaged with the Derbyshire Citizen's Panel Reader Panel over a three week period in 2019. Feedback was received from over 200 residents and was largely constructive, positive and supportive of the proposed Charter.

Embedding of the Customer Charter in service delivery, alongside making it available to our customers, is essential to make the Charter a genuinely useful driver in focusing on customer experience.

### **2.2 The Customer Charter**

## **Derbyshire's Customer Charter**

People are at the heart of everything we do. When you get in touch with the council we will listen, understand and work with you.

### **Easy to deal with**

We will:

- Make it easy to access information, guidance and services through our website
- Respond to you promptly and take account of the things that matter to you
- Provide the most appropriate response first time

**Listen**

We will:

- Listen to you and learn from what you tell us
- Use your feedback to improve what we do

**Honest and accountable**

We will:

- Give you honest and clear information about the services available to you
- Be open with you about what we can and can't do

**Working with you**

We will:

- Always treat you with courtesy and respect
- Attend appointments on time or let you know in advance if we can't
- Provide you with accurate information and work with you
- Treat all of our customers fairly and equally

**In return we ask that you**

- Use our website to access our services
- Let us have any information needed to enable us to help you
- Tell us if your circumstances change
- Be on time for any appointments, or let us know in advance if you can't
- Always treat our staff with courtesy and respect

To contact the council go to [www.derbyshire.gov.uk](http://www.derbyshire.gov.uk) or telephone Call Derbyshire on 01629 533190

**2.3 Strategy for implementation**

The Customer Charter is explicitly referred to in the Commissioning, Communities and Policy Service Plan 2019 / 2020. The launch of the revised Customer Charter will support the process of a culture shift towards enhanced customer service and act as a forerunner to the Customer Experience Strategy.

The council needs to be ready to deliver against the commitments of the Customer Charter as soon as it is made available to the people of Derbyshire. In order to ensure this business-readiness, the Charter will be launched to staff six weeks before it is launched externally. Following the internal launch the Customer Charter will be made available to residents through the relevant channels.

Regular review of the Customer Charter (and subsequent service standards etc.) will be required to ensure it is fit for purpose in delivering for residents and being practical and relevant for staff.

**2.4 HR considerations**

HR have suggested that the revised Customer Charter be included in the DCC induction process, potentially using the online learning portal. This has been included in the implementation plan.

HR also suggested that an audit of current customer service activities take place to ensure alignment with the new Charter and that employees be developed as required. This work is part of the Customer Experience Strategy and Service Standards piece to be developed.

### ***2.5 Legal considerations***

No issues have been raised by Legal Services regarding the revision of the Customer Charter.

## **3 Recommendations**

- That the Leader of the Council approve the revised Customer Charter.
- That the Leader notes the integration with the forthcoming Customer Experience Strategy and the need for Service Standards to underpin the Customer Charter.

**Emma Crapper**  
**Director of OD & Policy**

