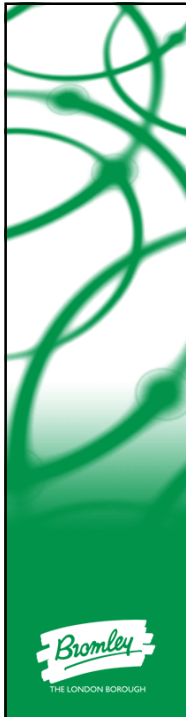




THE LONDON BOROUGH

Environment PDS – 15 November 2017

Improving the Customer Journey



The Scope

- The Services
- The Contacts
- The Customer Journey
- Understanding the trends
- Improving the experience
- Reducing avoidable contact
- Improving efficiency



THE LONDON BOROUGH

Neighbourhood Management - Services

- Waste Collection
- Street Cleansing
 - Graffiti
 - Drainage
- Grounds Maintenance & Parks Management
- Highways Enforcement
- Trees



Neighbourhood Management - Structure

N.O. WEST AREA	N.O. CENTRAL AREA	N.O. EAST AREA
1 Crystal Palace Penge & Cator	4 Hayes & Conry Hall Bromley Common & Keston	8 Cray Valley West
2 Clock House Copers Cope	5 Sharnbrook Bromley Town	9 Cray Valley East Perry Wood & Knoll
3 Kelsey & Ellen Park West Wickham	6 Plaxton & Sundridge Siphey	10 Orpington Chestfield & Pudd Bottom
	7 Maddingham & Chislehurst North Chislehurst	11 Darenth Biggin Hill



Neighbourhood Management - Contacts

2016/17:

- 97,460 contacts made
 - (74% relate to Waste)
- Equivalent to 267 contacts per day



Neighbourhood Management – Waste Contacts

	2014/15	2015/16	2016/17
Total	62,535	86,307	71,768
Missed Collection	31,208	42,358	33,583
Recycling Container Request	14,256	16,907	13,320
GGW Container Request	7	5,860	7,472
Service Instruction	8,252	9,800	7,521
Other	1,382	1,678	1,349
General Enquiries	7,430	9,704	8,523



Neighbourhood Management – Non-Waste Contacts

	2014/15	2015/16	2016/17
Total	27,571	24,548	25,692
Street Cleansing	18,397	15,584	15,812
<i>Of which Graffiti</i>	<i>1,244</i>	<i>1,286</i>	<i>941</i>
<i>Of which Drainage</i>	<i>1,059</i>	<i>821</i>	<i>790</i>
<i>Of which Street Sweeping</i>	<i>6,522</i>	<i>5,081</i>	<i>5,519</i>
<i>Of which Dumped Rubbish</i>	<i>4,863</i>	<i>5,100</i>	<i>5,090</i>
<i>Of which Litter Bins</i>	<i>1,996</i>	<i>1,021</i>	<i>1,189</i>
<i>Of which Leafing</i>	<i>212</i>	<i>405</i>	<i>316</i>
<i>Of which Weeds</i>	<i>405</i>	<i>171</i>	<i>254</i>
Enforcement	3,500	3,749	4,328
<i>Of which Abandoned Vehicles</i>	<i>1,511</i>	<i>2,001</i>	<i>2,370</i>
<i>Of which OHV</i>	<i>879</i>	<i>674</i>	<i>873</i>
Grounds	2,475	2,230	2,413
<i>Of which Grass Cutting</i>	<i>519</i>	<i>423</i>	<i>646</i>
Trees	3,199	2,985	3,139

Customer Journey

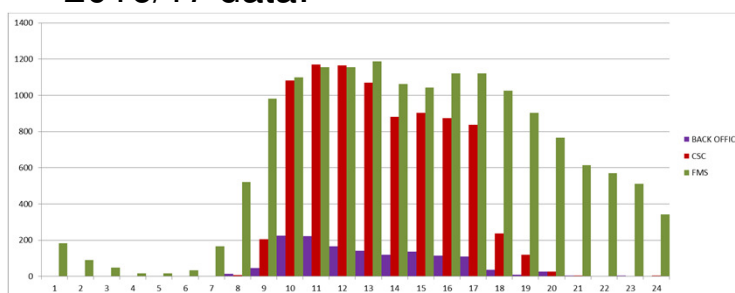
- Channels – for 2016/17:
 - Online: 51,823 contacts
 - Phone: 32,980 contacts
 - Email: 3,638 contacts
 - In Person: 217 contacts
 - Letter: 184 contacts

Customer Journey

Reporting Channel (excluding Internal channel)	2012/13 Contacts	2016/17 Contacts
Online	17,666 (23.6%)	51,823 (51.2%)
Phone	43,712 (58.3%)	32,980 (32.6%)
Email	6,490 (8.6%)	3,638 (3.6%)
In Person	368 (0.5%)	217 (0.2%)
Letter	916 (1.2%)	184 (0.2%)

Reporting Time (non-Waste)

- Back Office and CSC between core hours 9am – 5pm
- Online is 24 hours
- 2016/17 data:



Customer Journey - Waste

Customer Journey - FMS

Back to all reports

About six black binbags filled with builders rubble dumped in the hedge of Bucks Cross Farm
 Reported in the Dumped Rubbish category by Daniel Sklar at 17:55, Sunday 7 September 2017
 Sent to Bromley Council 7 days later

There have appeared within the last week, although we have approved we didn't have them long off rubbish. This is the second time rubbish has been dumped here

Mutants

UPDATE
Mutants this update
 Thank you for your report, this is now being investigated. Information on our services and the difficulties we are in to support it can be found: <http://www.bromley.gov.uk/Brochure>
 How to report a problem
 Please see Bromley Council # 17136, Sunday 7 September 2017

Mutants this update
 Our contractor has been notified to take the appropriate action.
 Please see Bromley Council # 17137, Sunday 7 September 2017

Mutants this update
 Appropriate action has been taken to resolve the issue seen on site.
 Please see Bromley Council # 17138, Sunday 7 September 2017

Enquiry: 412672 **Logged by:** CRM1 **Classification:** Enquiry **on:** 03/09/2017 17:56
Service: Highways
Subject: Inspection: Dumped Rubbish
Desc: Report Title - About six black binbags filled with builders rubble dumped in the hedge of Bucks Cross Farm 1 Report details - Customer mobile - 01753 611111. These have appeared within the last week, although we have approved we don't have them being off-licence. This is the second time rubbish has been dumped here.
Street: MAYPOLE ROAD (D000730), Chislefield, London Borough of Bromley
Street Address: MAYPOLE ROAD
Location: Estimated FMS location: LAND AT JUNCTION WITH BUCKS CROSS ROAD MAYPOLE ROAD
Street Notes: Thursday Week 1 FMS BOR BOR
Area: CHISLEFIELD
Ward: Chislefield & Pratts Bottom
Customer: 3900563 **Time:** 03/09/2017 17:56 **Method:** Web page form
Name: M [REDACTED] **Mobile:** [REDACTED]
Address: Bromley, Gilt Cross, STOCKWELL CLOSE, BROMLEY, BN1 3JH **Email:** [REDACTED]

Current Status	No. Effective	Status	Officer	Follow up Date
6 06/09/2017 14:52:25	Contractor completed job	Thomas Gurnham		
Notes: all rubbish removed 06/09/17				
Status History	No. Effective	Status	Officer	Notes
5 04/09/2017 10:30	Planned to Clearing Supervisor	Thomas Gurnham		Planned to BT
4 05/09/2017 07:29	Dumped Rubbish-Passed to Ker	Thomas Gurnham		Subject charged from Highways - Inspection - Spillage on Road 04/05/2017 no "Highways" / Inspection - Dumped Rubbish (4/05/2017), please clear - Thanks in Time, as per the email sent.
3 04/09/2017 13:25	To Be Inspected	Thomas Gurnham		Subject charged from "Highways - Inspection - Dumped Rubbish" (4/05/2017) no "Highways" / Inspection - Spillage on Road (4/05/2017). Mark - looks like private and from private - please could you verify - Thanks Tom
2 04/09/2017 12:11	To Be Inspected	Mark Crasley		
1 03/09/2017 17:56	To Be Inspected	Thomas Gurnham		# 1101165 # FMS case ref: r1501165.bromley.gov.uk/re Media ref: r1501165.bromley.gov.uk/re

Alt Routes:

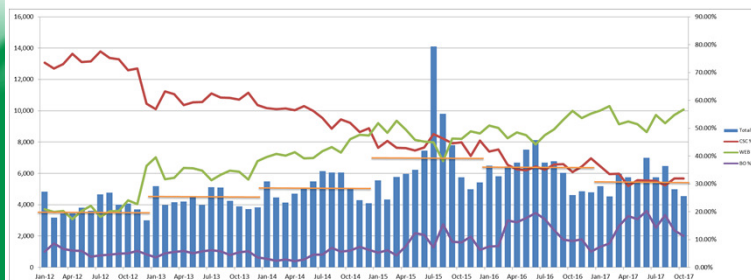
Bromley
THE LONDON BOROUGH

Customer Journey

- Waste is property based
 - Requires exact location not an estimated location
- Non Waste is location based
 - Using FMS the map pin and subject determines where the report is directed to.

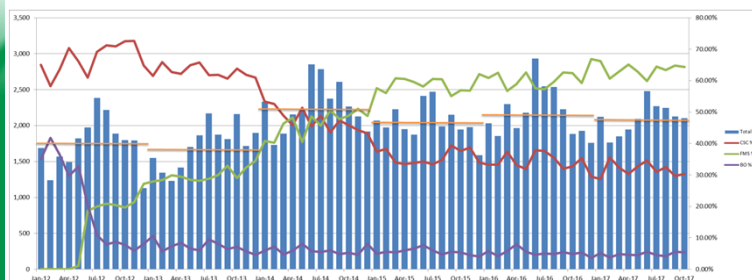
Statistics – online (Waste)

- Channel Shift: 20% 2012 to 55% 2017
- Channel 'add': ~45% increase in contact volume: 3.8k average to 5.5k



Statistics – online (non-Waste)

- Channel Shift: 20% 2012 to 60% 2017
- Channel 'add': ~25% increase in contact volume: 1.7k average to 2.1k



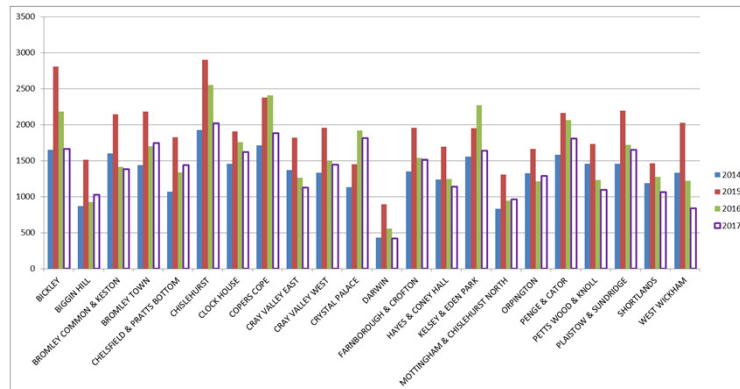
Bromley
THE LONDON BOROUGH

Statistics – the reporting 'noise'

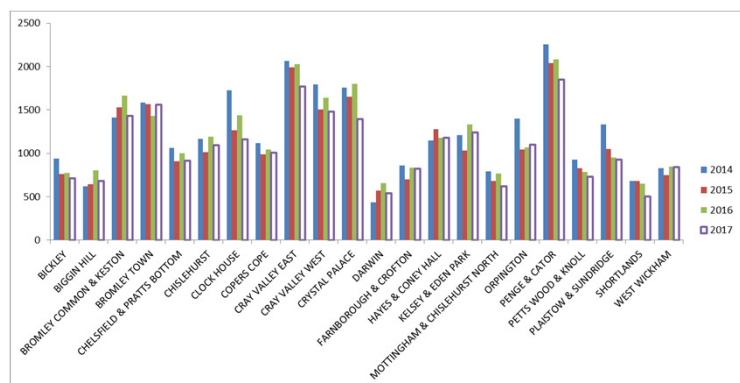
- On average around 30% of missed bin collections are unjustified.
 - That equates to ~10, 000 reports per year
 - The collection delay information page only has 4% of the traffic of the missed collection eform
- On average around 25% of street cleansing issues are deemed private land/not requiring action
 - That equates to ~3,500 reports per year

Bromley
THE LONDON BOROUGH

Statistics – Wards (Waste – Missed Collection)



Statistics – Wards (Non-Waste)





Statistics - Wards

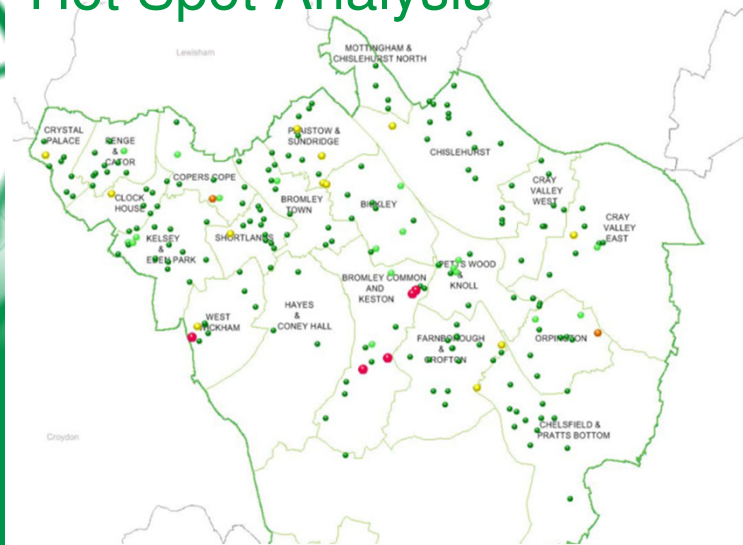
- FMS Prolific reporters in:
 - Bromley Common (top reporter 30% of all reports)
 - Bromley Town (top reporter 3% of all reports)
 - Cray Valley East (top reporter 7% of all reports)
 - Cray Valley West (top reporter 10% of all reports)
 - Crystal Palace (top reporter 9% of all reports)
 - Penge & Cator (top reporter 2% of all reports)
- The top reporters in these wards account for 6% of **all** reports received



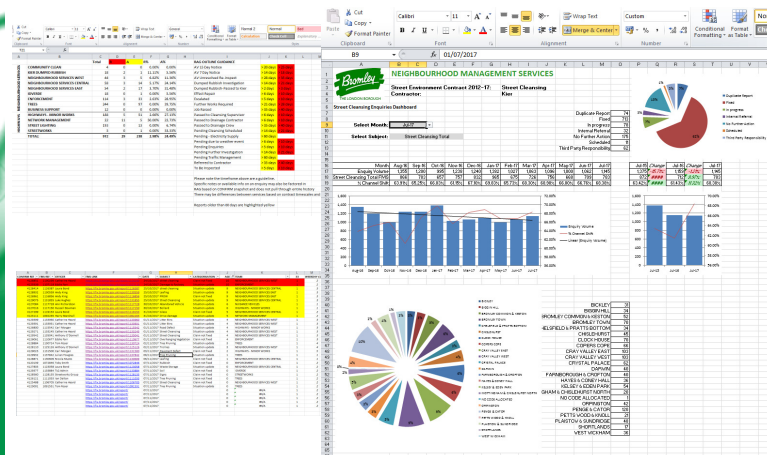
What do we do with it?

- Contract Management
- Client/staff Management
- Service Improvement
- Hot spot analysis

Hot Spot Analysis



What do we do with it?



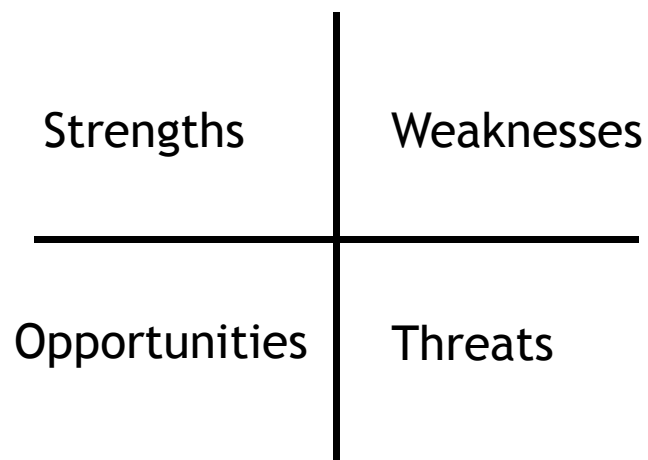


Use of ICT

- iPad for mobile working
 - CONFIRM Connect
 - Nautoguide
 - CRM Mobile
- FMS and eForms for online reporting
- Officer feedback from review of Neighbourhood Management.



SWOT Analysis





THE LONDON BOROUGH

Thank you