

## **Appendix 4.**

### **Community Hub Pilot Update:**

The aim of the Pilot was to look at footfall and customer satisfaction in order to provide data to inform future discussions and decision making on long term operation of this type of service via:

- Offering a Face-to-Face local service.
- Signposting residents where appropriate.
- Supporting residents to set up MySandwell accounts.
- Promoting SMBC's digital offer where appropriate.

#### **1. Service Offer**

##### **Resource within Pilot**

- 2 x Customer Service Advisors (sourced from the Contact Centre)
- 1 x Housing Officer (sourced from Housing Hub)
- Live Teams Chat with Council Tax / Revs & Bens (to mitigate need to place Officer on site)
- 1 x Healthy Sandwell (public health) officer – half day from 13.6.23 at both sites
- 1 x Security Guard at both sites
- 1 x Manager on-site to offer support as/when required

##### **The Hubs operate from**

- Central Library, High Street, West Bromwich, B70 8DZ: Every Tuesday, 10am to 4.30pm
- Blackheath Library, High Street, Blackheath, B65 0EA: Every Wednesday, 10am to 4.30pm

#### **2. Community Hub – support of Corporate Plan KPIs**

The Community Hub Pilot meets the following priorities Corporate Plan priorities for Sandwell Council:

L4 – We will work with our partners, including the community and voluntary sector, to reduce social isolation and ensure people are connected within their local communities and beyond.

L6 – We will create lots more community-based opportunities with local people, working across our partnerships including the voluntary and community sector, and we will commission a range of services that make the most of Sandwell's assets (including leisure centres, libraries, parks, community centres, youth centres, museums, canals and Sandwell Valley.

L8 – We will support people through easily accessible information, advice, and guidance

O5 – We will design a corporate approach to improve both the accessibility of Council services and the quality of service we deliver; to make sure that Sandwell people get a good quality, consistent level of service, however they choose to contact the council

### 3. Half-way point data return

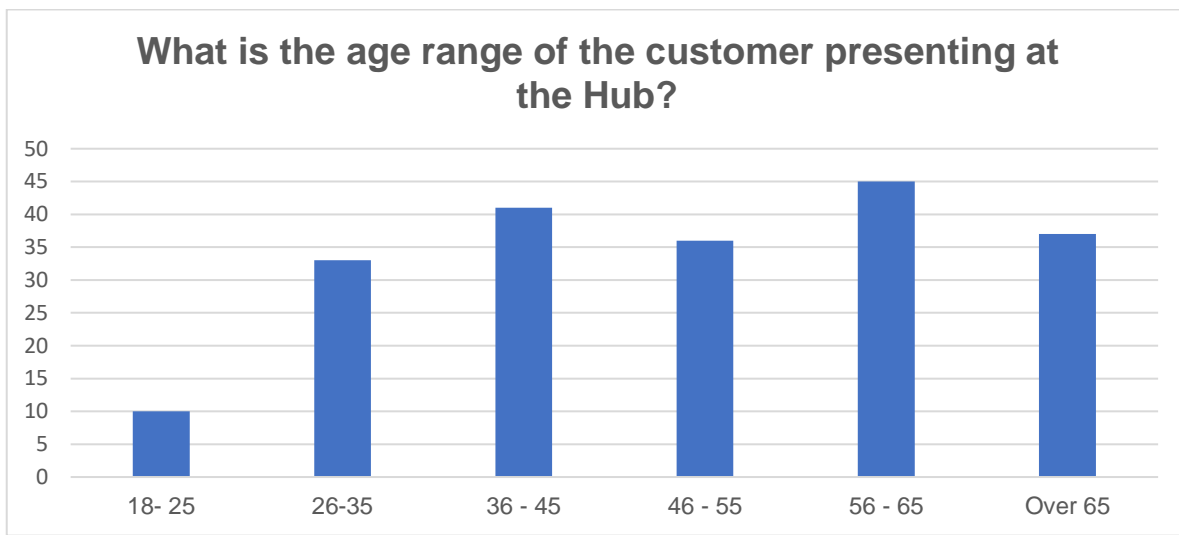
Data captured during the Hubs first months of operation in March and April was presented to Customer Journey Board for initial discussion. As a result, Customer Journey Board identified areas where additional information would be beneficial to inform the future direction of travel – for example, whether a customer was attending the Hub after utilising other avenues or whether the Hub was being used for a first point of contact.

Data monitoring was revised to capture this information, but the method of capture was also amended to use Microsoft Forms, following feedback from the Officers on site, to streamline the capture process. Therefore, the data provided below is in two different formats.

Data demonstrates a total of **354** customers visited the Hubs throughout the first 3 months.

Some customers attended with more than one query, and not all customers consented to completing the satisfaction survey, therefore totals and questions differ across the charts.

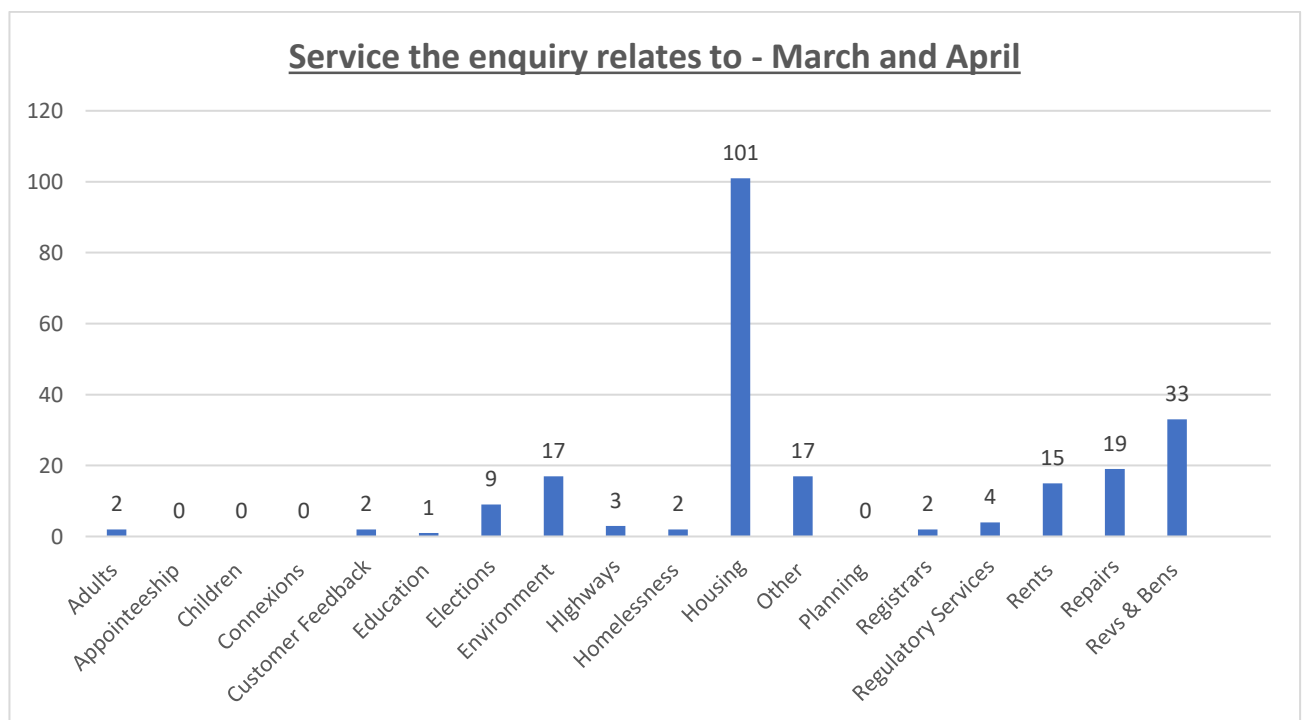
**Chart 1: What is the age range of the customer presenting at the Hub?**



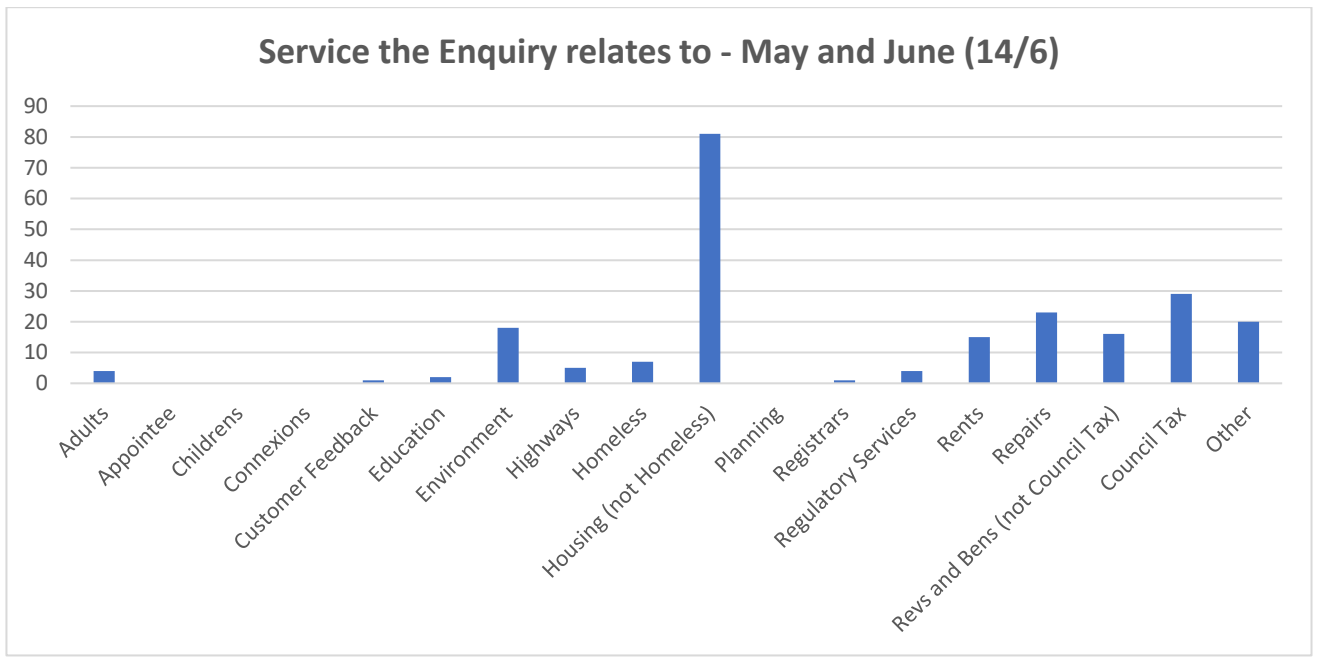
**Chart 2: Total number of customers up to 14<sup>th</sup> June 2023**



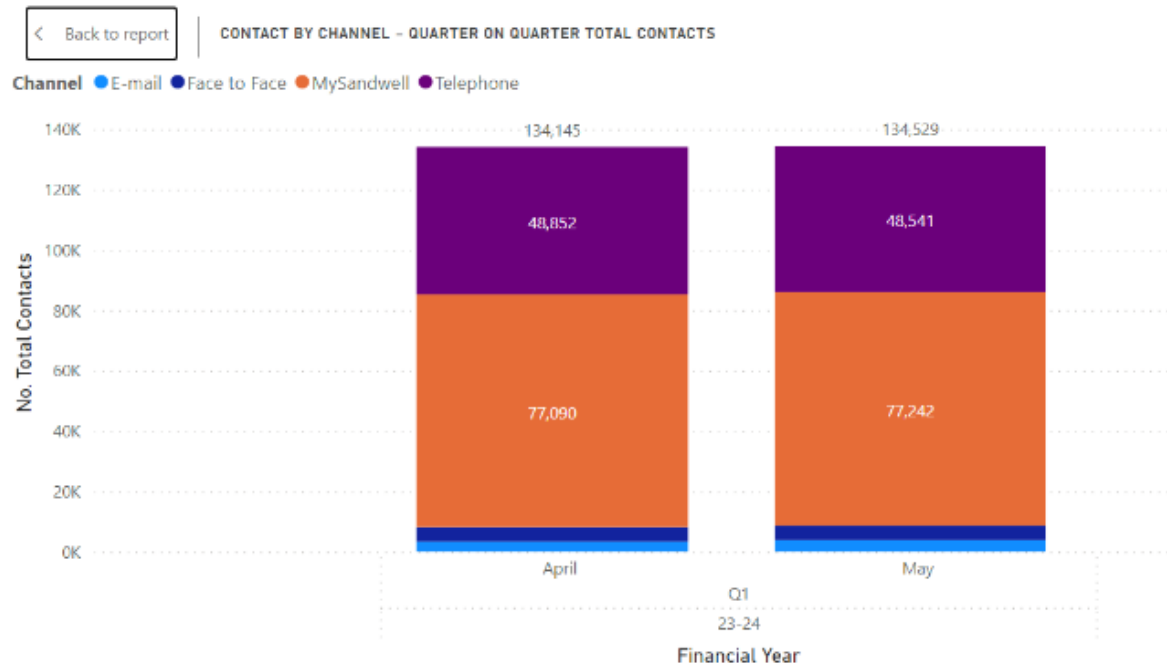
**Chart 3: Service the enquiry relates to – March and April**



**Chart 4: Service the enquiry relates to May and June**



**Chart 5: Other channels of customer contact volume between April-May 2023**

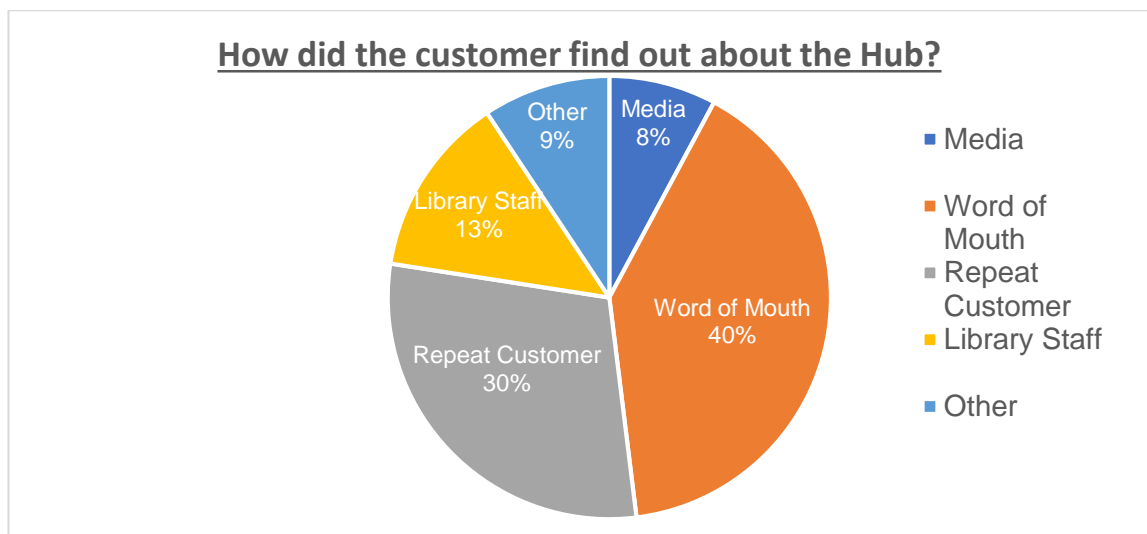


The proportion of overall customer access of the Community Hubs v/s other customer access channels is approximately 0.3%. Customer awareness is no doubt a factor here due to the soft launch, but we must also consider the reality that many residents have adapted to self-service.

**4. Customer Awareness of Community Hubs**

Leadership Team were initially keen for the Hub to utilise a `soft` launch to ensure success of the pilot and avoid potential unmet demand. Therefore, very little promotion of the Hubs took place throughout March and April. Several discussions have taken place with officers from the Communications Team to discuss increasing publicity, with text messaging services utilised, and a future article in The Herald scheduled.

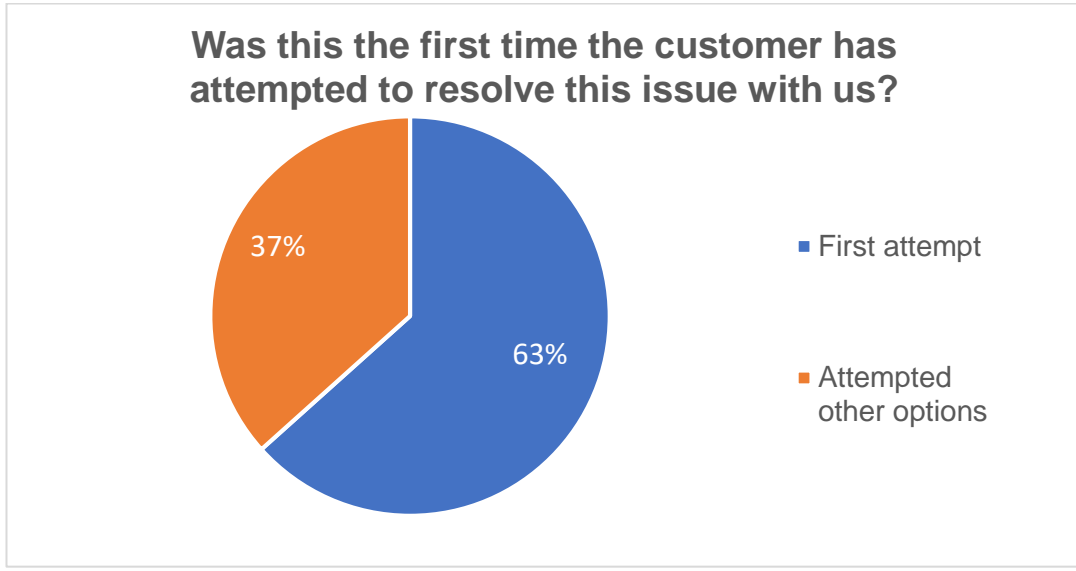
**Chart 6: How did the customer find out about the hub?**



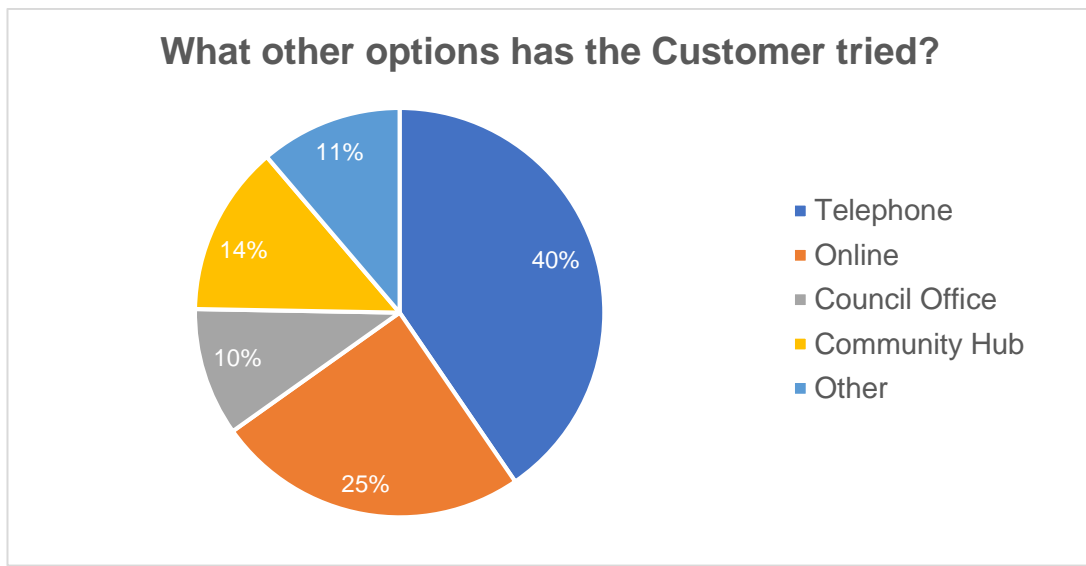
## 5. First Contact Resolution/Avoidable contact /Failure demand

A key addition to the data collection requested by Customer Journey Board was around First Contact Resolution. Questions were included to identify if this was the first-time customers have attempted to contact Sandwell to resolve the issue, and if not, why resolution was not previously found.

**Chart 7: Was this the first time the customer has attempted to resolve this issue with us?**



**Chart 8: What other options has the customer tried?**



## 6. Healthy Sandwell

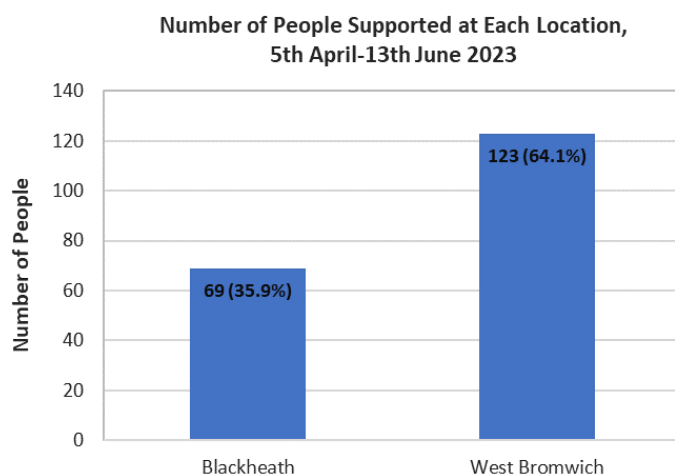
Healthy Sandwell is part of Sandwell Public Health. The aim is to get Sandwell healthier, happier and to keep people well for longer.

As part of the collaborative Community Hub project, the Healthy Sandwell team have delivered MECC training to colleagues who are part of the pilot project.

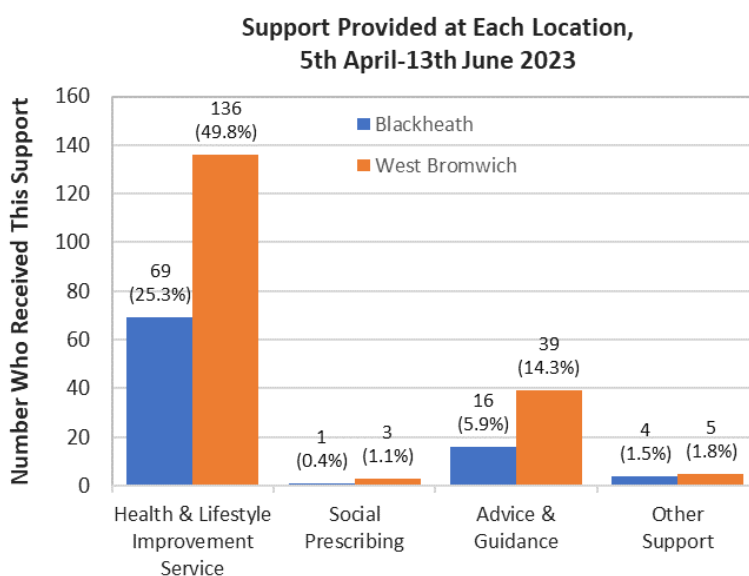
The aim of the training was to enhance and build on their knowledge and skills and for staff to confidently deliver MECC conversations and enable them to signpost to other supporting services.

To date the service supported both Blackheath and West Bromwich hubs by engaging with **192** people (**Chart 9 below**). The support provided consisted of encouragement and providing information to stimulate behaviour change in health and improve lifestyle behaviour by referring to health and lifestyle opportunities and signposting into services, organisations and support groups. (**Chart 110 below identifying the different areas of support**). NB – please note some individuals required more than one area of support.

**Chart 9 – Healthy Sandwell, number of people supported by location April-June 2023**



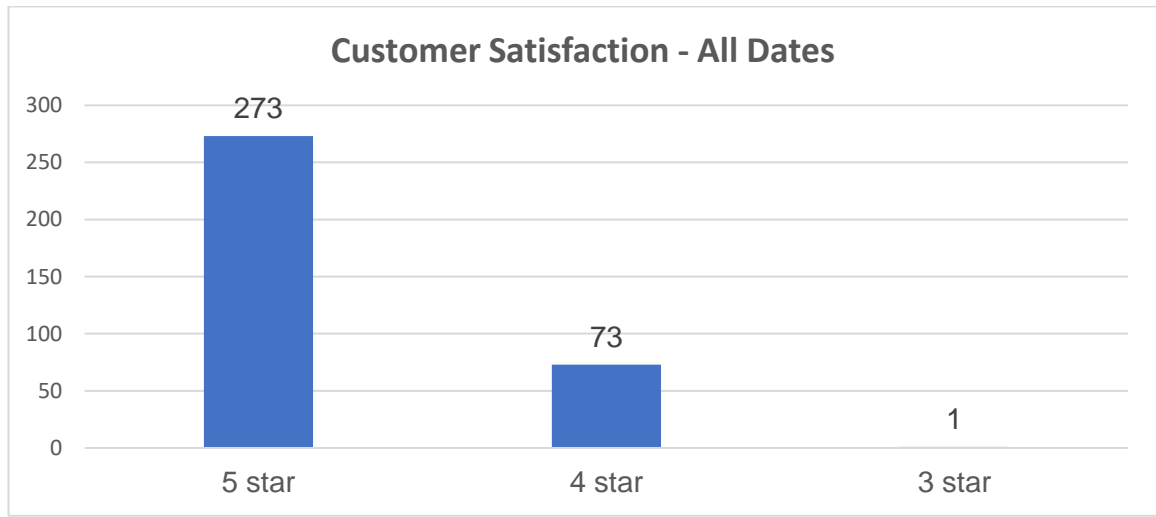
**Chart 10 – Healthy Sandwell support type provided at each location April – June 2023**



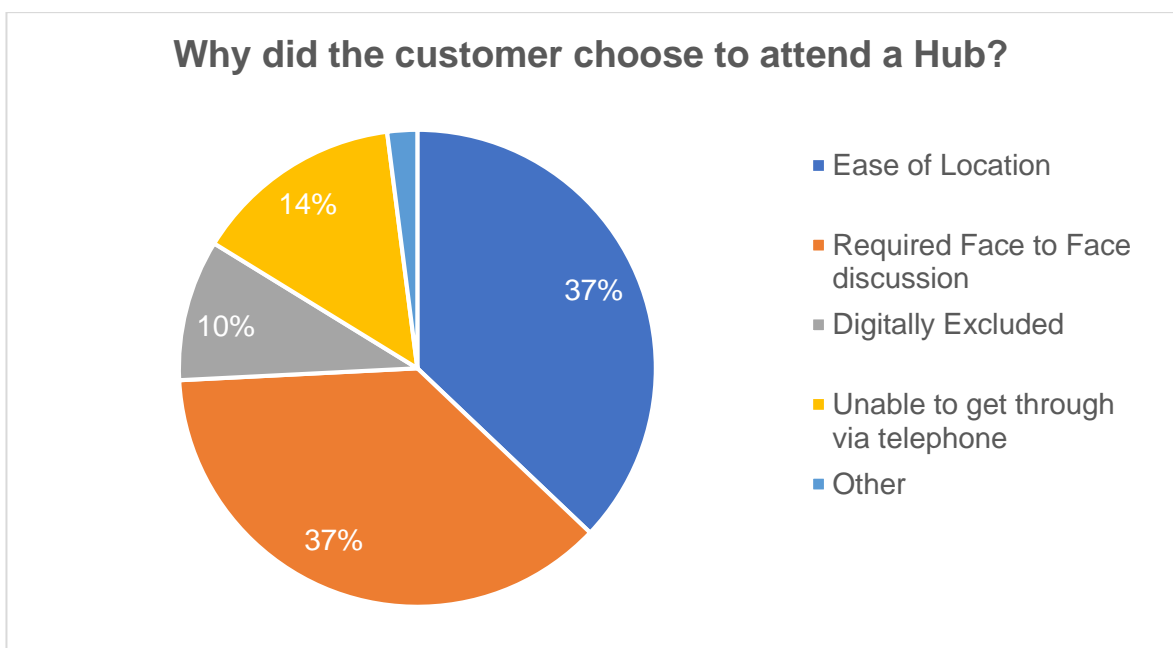
## 7. Customer Satisfaction

Customer Satisfaction has been monitored by the use of a [MySandwell Survey](#) via handheld tablets on exit from the Hubs. Some Customers have declined to complete a Survey or have only been willing to answer some questions. Analysis of the data is below:

**Chart 11: Community Hub Customer satisfaction**



**Chart 12: Why did the customer choose to attend a Hub?**





## Customer Satisfaction Qualitative feedback

*Very happy and pleased with service given*

*Took time to listen to me and was very helpful during a difficult time*

**Nice to see friendly face and have a chat**

*Explained things to me in a way I can understand thanks*

**Not online and phones too busy so can talk to someone and get answers**

*Could not get through on phone. pleased I turned up and got my issues sorted.*

***Needed help to complete application forms for housing***

**Wanted to see when repairs where booked and can't get through on phone**

***Location, location, location, glad someone can help in my area. Why***

***did West Brom office shut down?***

**Very helpful shown me how to access and print off through ~~mysandwell~~ account**

*Got advice I needed and it was clearly told to me so I understood*

*Supported with how to place my bids very helpful and explained and showed me how to do it for myself using my phone*

**Nice to see friendly faces and get help**

*Did well to answer questions and offer advice after i found it difficult trying to do it myself.*

**Got the right info..when I did not know what to do. Pleased I came in!**

## 8. Examples of customer journey touch points

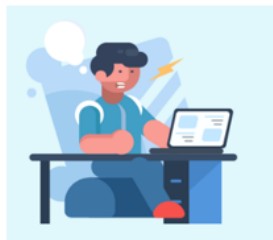
These 2 case studies evidence the value the Hubs add from a positive customer service experience perspective. Being able to speak face2face with advisors who were able to escalate issues with the right colleagues at pace meant we were able to resolve long running issues.

### Customer Journey touch points

#### Case Study A – Poor Road condition



Condition of road reported by resident at least 4 times logged in Firmstep between **May 2021 - May 2022**



Condition of road reported at least 3 times by other residents in **February, April and June 2022**

**Mid-April 2023** - Petition from residents brought to Community Hub, Rowley Regis



#### April 2023

Escalated to Customer Service management who liaised with Highways Team

System check revealed numerous previous enquiries had been logged complaining about the road that had been patched but the issues raised regarding the disrepair of the road and curbs had never been fully resolved.



#### April 2023

Highways confirmed to residents that the road surface would be replaced in the same financial year

7 contacts made to council by at least 3 residents for 1 road.

Part resolution meant faults were unresolved and customers not satisfied.

1 visit to the Hub resolved the issue

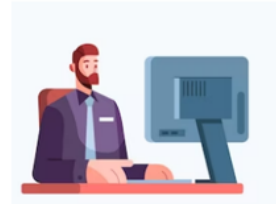
## Case Study B – Homeless Resident



Housing app completed via post as not online and no mobile phone. Application received **15/9/22**



The mother visited the Hub on **22/03/23** for an update and the case wasn't 'live'



Mom visited again on **29/03/23**. CSA checked the system and the case had been closed stating 'NFA'. No confirmation of this had been shared

At least **6** contact points from family visits over an **8-month** period before a resolution was found

Difficulty with internal queries to get to root cause

Positive relationship built with family and trust in Council improving

Customers son had been homeless since **Aug 2022**, due to difficult relationship with his mother and a history of addictive behaviours.

Son moved in with his grandmother, who subsequently died

Was offered a Hostel by Homeless Team but declined due to previous history

Visited the OSS on **22/12/22** to get help with a further info request which was passed to the team



Mom visits every week to bid for properties on behalf of her son.

Mom has confirmed that she prefers to come to the Hub as she gets 'much better help' and is currently being supported with applications for her son's welfare priority application



The CSA liaised with Mom, and she managed to bring the required documents to the Community Hub. The son's application finally went 'live' on **5/04/23**.



CSA left a further note and was advised additional forms were required but this was not confirmed to the residents

## 9. Library officer's qualitative feedback

Customers are appreciative of the face to face service. Initially they approach library staff and are then signposted to the relevant part of the hub, acknowledging library staff on the way out.

Comments from library service users:

*'Travelling to Oldbury to sort out housing stuff with the little ones and buggy is a nightmare so coming into Blackheath Library has been great for me and the kids'*

*'Having this here has saved me from travelling to Oldbury because I couldn't afford the travel until I get my benefit'*

*'It's local and all the staff in this library are so kind and helpful'*

Some customers have asked if it can be on more days of the week.

Computer usage has increased as well over the same months (Hub staff direct customers to join the library and then customers create/access My Sandwell accounts)

I've also noticed how staff in conversation with our customers talk about the hub naturally now and give that positive spin that we're here to help them.