



Staffordshire Connects Strategic Advisory Board

10:00 Thursday 2nd June 2011

Civic Offices, Codsall, South Staffordshire

Minutes of the Meeting

1. Apologies

Apologies were received from Steve Sankey (Stoke on Trent City Council), Douglas Paxton (Staffordshire Police) and Jodie Guy (Staffordshire Connects).

2. Introductions

The Staffordshire Connects Strategic Director, Sander Kristel (SKr) of Staffordshire County Council (SCC) and Andrew Street (AS), Director of Staffordshire Connects (SCP) welcomed members of the Strategic Advisory Board (SAB) to the meeting;

Sal Khan (SKh)	East Staffordshire Borough Council (ESBC)
Rita Booth (RB)	Lichfield District Council (LDC)
Jeanette Hilton (JH)	Newcastle Borough Council (NBC)
Frankie Cartwright (FC)	South Staffordshire District Council (SSDC)
Norman Jones (NJ)	Stafford Borough Council (SBC)
Andrew Edwards (AE)	Staffordshire County Council (SCC)
Dionne Lowndes (DL)	Staffordshire County Council (SCC)
Jacqui McKinlay (JMc)	Staffordshire County Council (SCC)
John Bowler (JB)	Stoke on Trent City Council (SoT CC)
Anica Goodwin (AG)	Tamworth Borough Council (TBC)
Paul Hayward (PH)	Staffordshire Connects (SCP)
Leanda Adams-Collett (LAC)	Staffordshire Connects (SCP)

3. Minutes of Previous Meeting - 3rd March 2010

The minutes of the previous meeting were accepted as a true and accurate record.

4. Core Team Budget

The SAB received a report from the SCP Director and SCC Director of Finance and Resources to advise them of the financial outturn position for the Core Team and Projects 2010/11.

RESOLVED: The financial outturn position and external financial reporting requirements were noted by SAB.

5. CRM Team Budget

The SAB received a report from the SCC Director of Finance and Resources to advise them of the financial outturn position for the CRM Team.

RESOLVED: The financial outturn position was noted by SAB.

6. Staffordshire Connects Projects

a. ePayments

The SCP Technical Manager (PH) provided an update of project progress:

- Preferred supplier identified as highest scorer following evaluation - contract award to be made.
- CCDC, LDC, NBC, SBC, SCC all confirmed ability to sign with preferred supplier and award contract. SMDC still to inform of position (*since this meeting SMDC have confirmed ability to sign with preferred supplier and award contract*).
- PH discussing participation in this contract with other interested partners.
- SKr alerted PH to the difficulties experienced with previous contract negotiations/discussions and asked that the Project Board remains aware of the impact this stage might have on the timescales leading to implementation.

b. Life Events

The Project Lead (FC) provided an update of project progress, highlighting key items as follows:

- DWP Tell Us Once (TUO) early adopter go-live is delayed but should not impact Staffordshire.

- Request to underwrite the project with SCP reserves of £35,000 until I&EP WM funding is received to ensure the project continues to progress with the support of Meritec.
- The Employee Authentication Scheme (EAS) has been a large part of this project with special ICT equipment being issued to all Partners and tokens to individual end users of TUO.
- Continuance of the project and engagement from Life Events Champions post bereavement service implementation was discussed to ensure a similarly consistent approach is taken to the redesign and implementation of the TUO service for births.

RESOLVED: The redesign approach and December 2011 go-live for the TUO Births service was agreed by SAB.

c. Customer Knowledge

The Project Lead (AG) provided an update of project progress:

- Delays in contract award/signing have been experienced following lengthy contract negotiations, but Customer Insight (CI) data/tools will be available immediately following this.
- Discussion took place of how this project progresses beyond the procurement of CI data and tools and whether this will happen using the existing SCP framework:
 - There is a risk that if this group remains separate the concept that CI happens elsewhere is reinforced - it should be part of every project.
 - Case study collection would facilitate the demonstration of successful use of CI and how it can offer best value.
 - Data sharing concerns were raised, but an overarching partnership agreement is already in place to allow Partners to share data.
 - The SCP Director reminded SAB that CI becoming part of the wider Customer Access Project commissioned by the Staffordshire Chief Executives' Group had previously been discussed and agreed.
 - A model of a central research and intelligence unit deployed by Birmingham City Council (similar size population) could be replicated across Staffordshire and should still be considered.
 - SCC have a new Head of Customer Insight starting on 21st June 2011.

ACTION 1: Project Lead to meet with the SCC head of CI to write a paper with suggestions for taking CI and Customer Access forward for discussion at the next SCP Programme Board Meeting on 7th July 2011.

d. Public Protection

The Project Lead (RB) provided an update of project progress:

- Business data being shared across the Partnership using the Oracle LG45 CRM system.
- SCC Trading Standards have taken a decision to release an existing back office system for the use of the LG45 CRM system therefore gaining access to up-to-date data sourced from LLPG-NLPG records.
- Differences in the methods for storing business data have been exposed and a consistent approach is being established.
- The use of the LG45 CRM system for Environmental Health enables joint two-tier working, but is presently limited to a small number of partners. This joint working has also been identified as part of the Staffordshire One Place Project.
- The project will deliver a guide to allow other Partners to roll-in.

ACTION 2: The requirements established as part of this project must be included in the specification for a new/replacement CRM system - SCP Technical Manager (PH) to provide assurance.

e. Staffordshire Cares - Customer Access

RB provided an update of project progress on behalf of the Project Lead (SKh):

- Project has two stages; the first being to review initial areas of service delivery that could easily be shared, e.g. Blue Badges, Appointeeships and Disabled Facility Grants; the second is looking at the District/Borough role as a face-to-face deliver of SCC services through Customer

Access Points. Pilot offices have been identified for launch in June 2011 following hand-over from SCC SC&H to Customer Services.

f. CRM Replacement Project

The SCP Technical Manager (PH) provided an update of project progress:

- The Project Board representation was put forward for approval as follows:
 - Project Executive/Lead - Steve Sankey (SoT CC)
 - Project Manager - Paul Hayward (SCP)
 - Business Analyst - Darren Buttery (SCP)
 - Senior User (Customer Access) - Ysanne Williams (LDC) and Dave Elkington (NBC)
 - Senior User (Technical) - Bob Crockard (SBC)
 - The importance of senior leadership for this project was raised.
- ACTION 3:** JB was asked to ensure SS was still able to fulfil the role of Project Executive/Lead in view of his recent widening of responsibilities at SoT CC.
- The Project Manager role was also discussed in the light of the reference provided for an external Project Manager by NBC at the last SCP Programme Board Meeting.

RESOLVED: A dedicated Project Manager is required for this CRM Replacement Project and that partnership reserves should be called upon for this expenditure as this is a critical project for all Partners.

ACTION 4: SCP Director (AS) to source a dedicated Project Manager for the partnership CRM Replacement Project following approval of funding to be requested at the next Joint Committee meeting on 17th June 2011.

ACTION 5: A full Project Plan was requested from the SCP Technical Manager (PH) to be circulated as soon as possible to allow Partners clear sight of timescales, milestones and resource requirements.

7. CRM Replacement Project - Initial Budget Proposal

The SAB received a report from the SCP Technical Manager to seek approval to use part of the CRM budget underspend of £39,082 (as at 31st March 2011) in order to provide professional and advisory services during the CRM Replacement Project.

RESOLVED: The SAB approved the draw down of an initial £25,000 for professional and advisory services from CRM budget underspend.

ACTION 6: The SAB requested that the cost for a dedicated Project Manager be added to this initial amount of £25,000 when seeking approval from Joint Committee at its next meeting on 17th June 2011.

8. Any Other Business

a. Telephony - MacFarlane Contract

The MacFarlane contract ends early October 2011 (*corrected following meeting*) for the existing three Partners.

RESOLVED: A new project should be established which will report progress to and be reviewed by the SCP Programme Board.

ACTION 7: SCP Core Team to facilitate a meeting between existing MacFarlane contract Partners.

9. Date of Next Meeting

Time: 10:00

Date: Thursday 1st September 2011

Venue: Marmion House, Lichfield Street, Tamworth. B79 7BZ

Meeting Close 11:25