



STAFFORDSHIRE CONNECTS STRATEGIC ADVISORY BOARD
10:00am, Thursday 1st September 2011

Tamworth Borough Council

Minutes of the Meeting

1. Apologies

Apologies were received from Paul Hayward (Staffordshire Connects), Norman Jones (Stafford Borough Council), Andy O'Brien (East Staffordshire Borough Council), Clair Ruskin-Brown (Staffordshire County Council), Doulas Paxton (Staffordshire Police) and Jeanette Hilton (Newcastle Borough Council)

2. Introductions

The Staffordshire Connects Strategic Director, Sander Kristel (SKr) of Staffordshire County Council (SCC) welcomed attendees of the Staffordshire Connects Programme Board (SCPB) to the meeting.

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| Natasha Swan (NS) | Cannock Chase District Council |
| Rita Booth (RB) | Lichfield District Council |
| Sal Khan (SK) | East Staffs Borough Council |
| Steve Sankey (SS) | Stoke on Trent City Council |
| Frankie Cartwright (FC) | South Staffs District Council |
| Helen Riley (HR) | Staffordshire County Council |
| Anica Goodwin (AG) | Tamworth Borough Council |
| Andrew Street (AS) | Staffordshire Connects |
| Jodie Guy (JG) | Staffordshire Connects |
| Leanda Adams-Collett (LAC) | Staffordshire Connects |
| Kate Waterhouse (KW) | Staffordshire County Council |
| Andrew Edwards (AE) | Staffordshire County Council |

3. Minutes from previous meeting – 4th August 2011.

The minutes of the previous meeting were accepted as a true and accurate record. Telephony Call charges - Lichfield District Council would like to mention the disappointment in the high cost of call recording option from KCom, Rita will need reassurance with regards to the cost for call recording.

4. Core Team 2011/2012 Quarter 2 Budget monitoring.

The SAB received a report from the Andrew Street and SCC Director of Finance and Resources which advised them of the Core Team's Quarter 2 position.

RESOLVED: The reports were noted by SAB.

5. CRM Team 2011/2012 Quarter 2 Budget monitoring.

The SAB received a report from the SCC Director of Finance and Resources which advised them of the CRM Team's Quarter 2 position. AE told the meeting of an error in the report for Net Budget amount (correct figure is £594,000 for 2011/2012) and the forecast expenditure does not include the savings to be made from Capula from October 2011.

RESOLVED: The report was noted by SAB.

RECOMMENDATION : Sander suggested that SCC Director of Finance and Resources or his representative briefs him before the SAB meeting rather than being in attendance and asked if the Board can put any budget/financial questions to him before the meeting.

6. CRM Project

a. Specification of Requirements.

All partners have contributed and comments have been incorporated into the report. The SAB confirmed that they are happy with the content of the Specification of Requirements report.

b. Options Appraisal

Andrew produced an Options Appraisal report which had been written by the Technical Manager, which provided information on 3 options.

1. **Do Nothing**'. Defer any procurement while we await developments in the public sector CRM market particularly around the maturity of the SaaS delivery model.
2. **'Extended Partnership'**. Look to partner with another local authorities outside Staffordshire in extending the use of their existing CRM system to accommodate Staffordshire Connects Partnership.
3. **'New revenue-orientated CRM'** Look to procure a CRM system that can be funded by a revenue-orientated model i.e. avoiding significant up-front capital costs. This system could be delivered as a service (SaaS), but could equally be an own-hosted solution funded in a revenue-orientated way.

The report recommended Option 3.

The board noted the 3 options and the concerns expressed in the report about Options 1 and 2 :- Although not covered in the Options Paper, the Board discussed concerns over costs of 'double running' of systems i.e. the overlap between running both LG45 and a new CRM until all Partners cease using LG45.

RESOLVED : The SAB have already requested that the savings that are to be made from the Capula contract are refunded back to the Partners However the savings from the re-structure of the CRM team are recommended to be kept for use in the transition phase. This will contribute to the costs of 'double running'.

RECOMMENDATION : Options 1 and 2 are not desirable options and that option 3 be accepted.

c. Progress Update

Steve Sankey reported that the progress update report contained lots of red. Main area of concern is the procurement approach as cannot use Sprintii. It is deemed to higher risk by Specialist Computer Centre so looking at a alternative approach using OGC. This will impact on cost and times. Next area of concern is resources; the project will require a lot of commitment from Partners Looking at a approx 274 days in the case of Stoke. This concern about resources is reflected in Andrew's draft letter to Chief Executives. Also a technical resource is required for 2 days per week due to Paul's illness, 1 day has been provided from Newcastle but still have 1 day needing to be filled which needs to come from Stoke or SCC. Omar driving this project and the SAB are happy with the format of the reports etc from the Project Board.

d. Resource Plan

The plan is currently being amended with the new timescales due to the changes with procurement as reported above. Partners need to start planning resources within their own authorities A worse case of 274 days if partners have nothing ie no process maps etc. Some of the work will not need completing by all 10 as some areas are common to all, which will reduce resource commitment.

ACTION : - **Project Plan to be circulated to Partners once amended.**

7. Directors Report

Andrew gave his apologies for the lateness of his report. Some sections around staffing and HR are confidential and appear in the confidential section of these minutes.

Variation of the Capula contract. The dead of variation has been sent to Capula and we are awaiting a reply by next week. Implementation date is proposed 1st October 2011. The new costs proposed at £108k per year. The approx savings per partner on a full year basis had been emailed out.

VERTO. Costs to partners have been emailed to all, Sander requested that we look at it as a partnership rather than individually.

ACTION – Staffs Connects to arrange for VERTO to demo at the next SAB.

Patchwork Partnership Project. concerns over Data protection and information governance. Patchwork can be incorporated into the new CRM when up and running. SCC can be some work around security and technology which is expressly a concern around Health and Adults.

Designation of Customer Access as a formal Partnership project.

This links into the project area 3 on the Chief Exec's programme and Staffs Connects is the vehicle for this project. This project covers customer access in general and not just that relevant to Staffordshire Cares but there is much overlap. If recommended Andrew shall take the proposal forward to Joint Committee to make it a formal project and the Project Board will be based on the Staffordshire Cares Customer Access (SCCA) Project Board. County wish that Dionne Lowndes attends the Project Board.

RESOLVED: That Customer Access becomes a formal Partnership Project and uses the SCCA Project Board.

ACTION – Jodie to send calendar invites for the Customer Access Project to Dionne Lowndes.

Process for adopting new Partnership Project and rolling out best practice lessons from existing projects.

Public Protection project has recently ended and the project board have a report on lessons learnt and documents that need to be shared on signed off by partners. This project will be presented at the next Joint Committee along with Business Matters.

DRAFT letter to Chief Executives.

As agreed by the CRM Project Board, Andrew has circulated a draft letter which requires a high level sign off in each Partner. The letter asks for a number of commitments from Partners in relation to the Replacement CRM Project and it's roll out. SAB's views were sought.

RESOLVED: The SAB requested that the letter needs to have a context at the beginning as it not clear, it needs to be shortened and to highlight the points with more detail in an appendix. The revised letter is to be shared with Andy O'Brien via Sal first to gain a Chief Executive's point of view before it is shared with the others (notification to SAB members before the letters are posted is also required). Andrew will ask to report to the Chief Executives and Leaders group, possibly in November 2011 to take stock.

ACTION - Andrew to revise the letter and to circulate to Sal and Andy O'Brien to get a CXO point of view.

CRM exploitation Phase

Andrew's report asked if the above requires to be a project or not?. The Replacement CRM Project excludes benefits realisation but this is critical to the wider success of the Project.

RESOLVED: Exploitation not to be a formal project and although outside the scope of CRM Replacement (see PID) Omar will help to facilitate this work. Omar here until end of March 2011 but the project ends in July 2011, may need to ask for money to provide Project Management at this high level to keep the project going. The resource for the CRM Project and the exploitation needs to be factored into Partners internal budgets for 2012/2013 for which Partners require figures as soon as possible. Chief Executives have been regularly briefed. TBC are estimating their costs as they have already given notice and if they go alone then the costs will be much more than going with the partnership, plus they will not be able to undertake certain areas where the new Partnership CRM could .

8. Staffs Connects Projects

ePayments

Lead Lynne Stanley and Leanda while Paul is off. Currently all Amber status, Capita are implementing at Partners this week. Costs for NBC hosting will be circulated to the 6 Partners.

Life Events

Frankie reported that the project is still ready to go, on hold for the last 6 weeks waiting on DWP. Refresher training has taken place. Pathfinders mid September, after 2 weeks we go live. SSDC are still awaiting monies from IW&EP.

Customer Knowledge –Kate Waterhouse confirmed that insight knowledge training sessions are being done by Experian.

Action Kate to produce a paper for the next meeting. (29th September).

Staffordshire Cares – Sal reported that project has no issues of concern, current overlap with the CAP roll out and , appointee ships. The issues around County have been sorted out

Customer Insight with regards to business customers. Rita mentioned that Lichfield currently have a seconded member of staff from Business Link until the end of November. Lichfield is happy to share any information that they have at the moment.

9. AOB

Sal has received a letter from East Staffs Community & Voluntary Service as if the SCIO representation could attend the SAB meeting.

RESOLVED: - Sander mentioned that this is a great idea, they will need to decide by the agenda when they need to attend and the agenda may need to be split into sections.

ACTION - Sal will scan and email the it around. May need to split the agenda in future.

ACTION – Sal to write a paper next time for the board to discuss in more detail.

Sander requested if the SAB members we double check the attendance for the Joint Committee.

Date of next Meeting :

Joint Committee – Friday 16th September 2011, 10am County Buildings, Stafford.

Programme Board – 29th September 2011, 10am Lichfield District Council.

Finished – 11:53