

Community Hub programme

Prototypes update
Ealing Advice Forum

13 July 2022

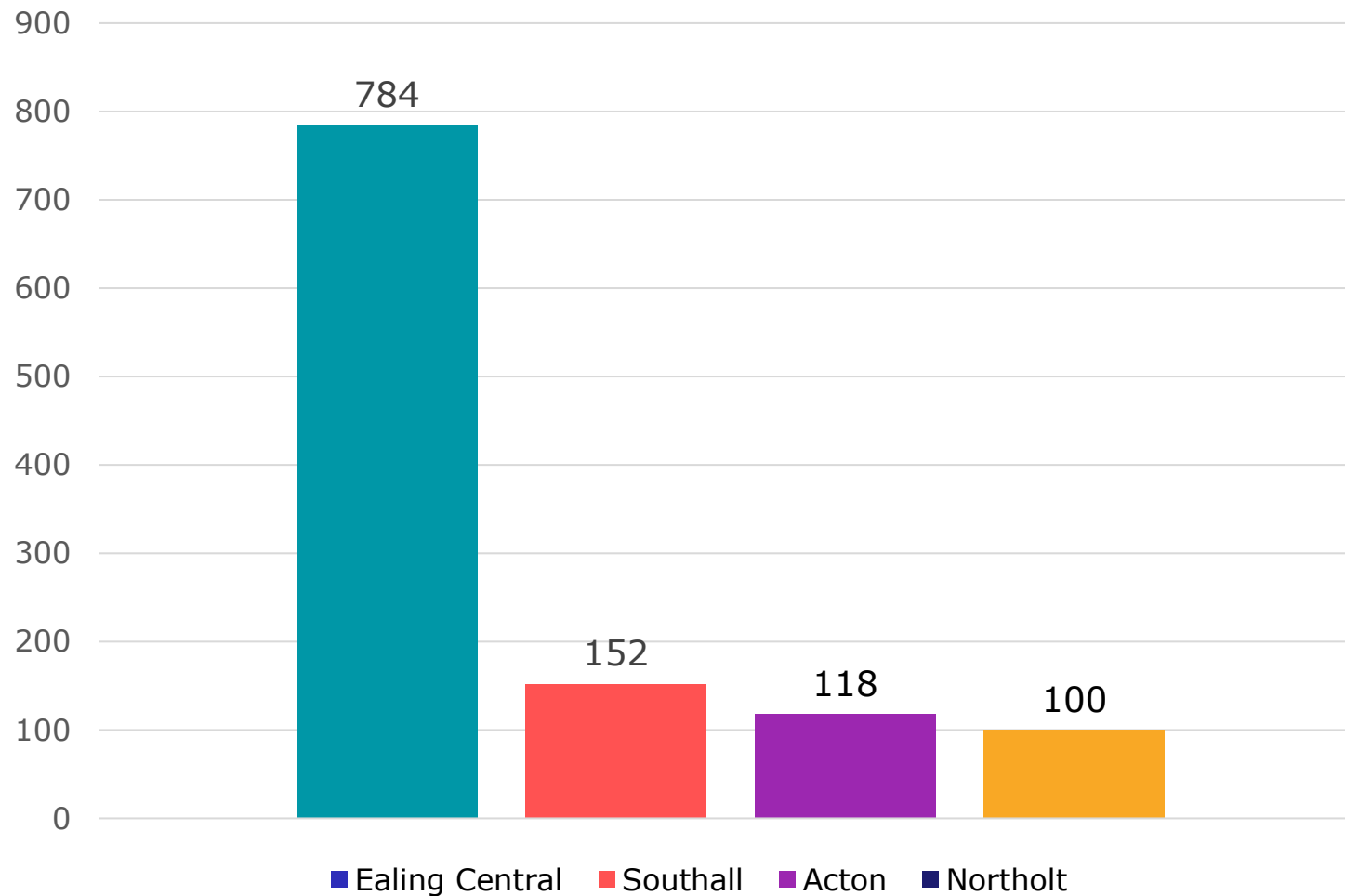
EALING COUNCIL

Prototypes visitors

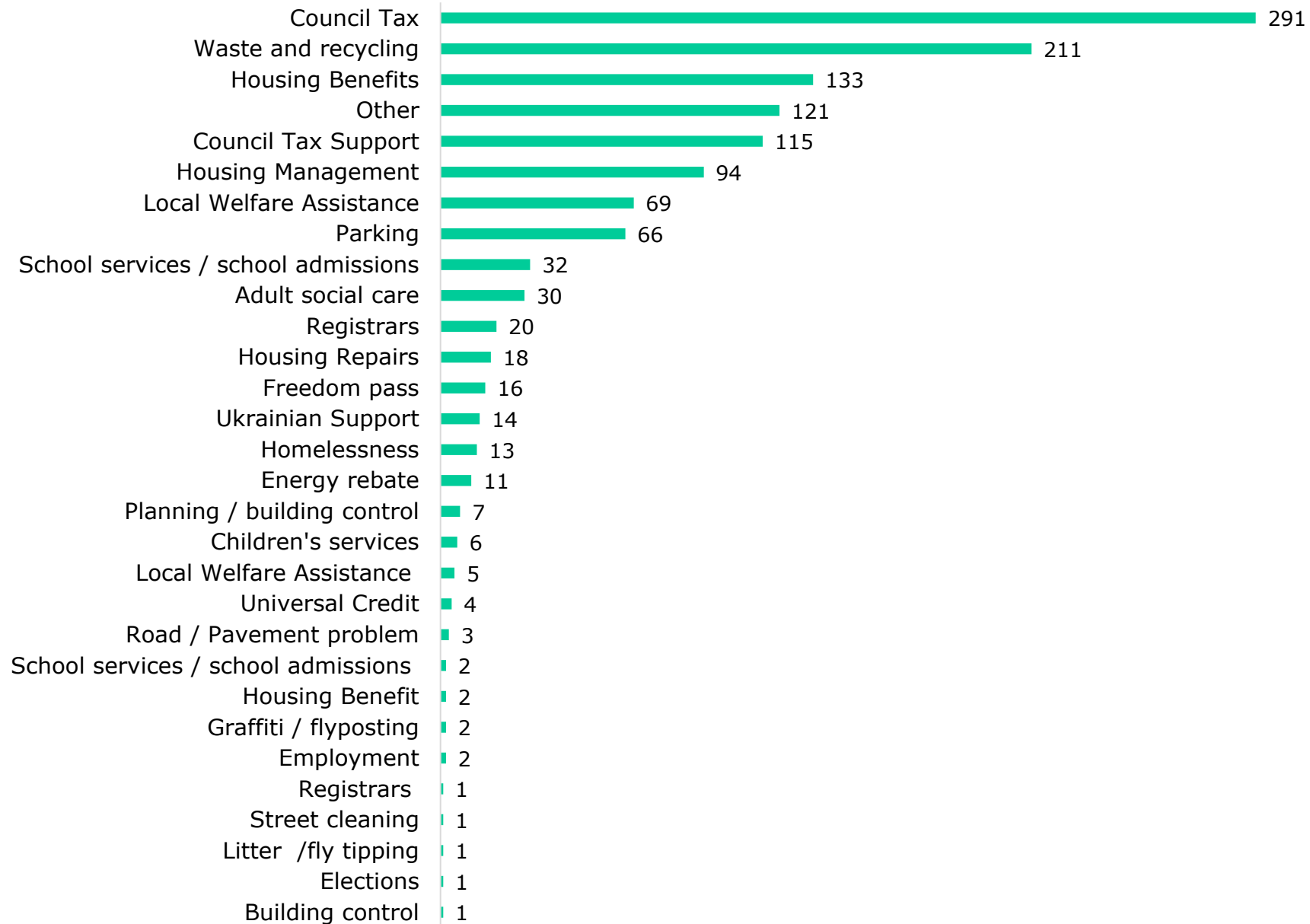


Number of enquiries per library

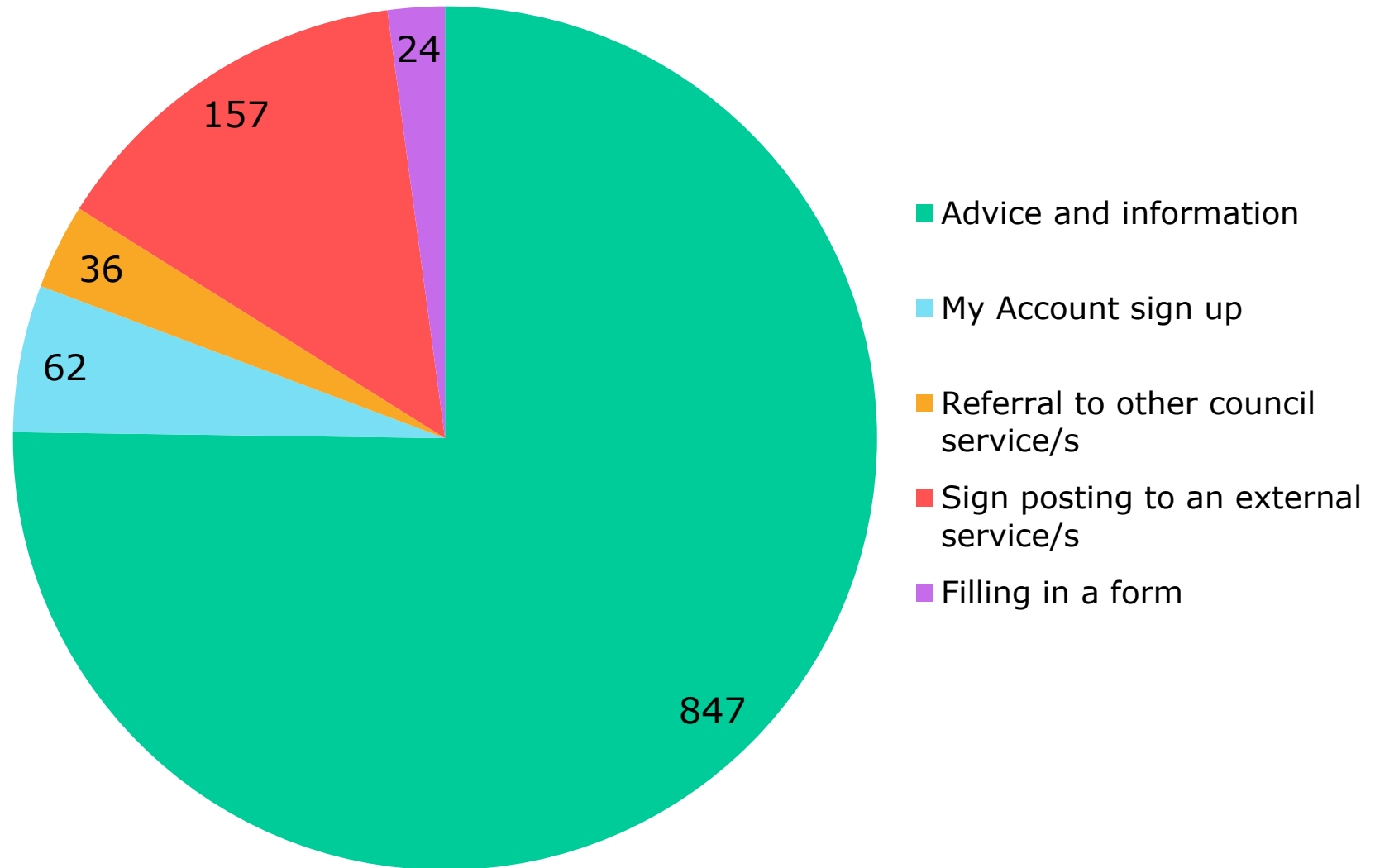
Between 4 April and 3 June (12 weeks) the team dealt with 1154 enquiries.



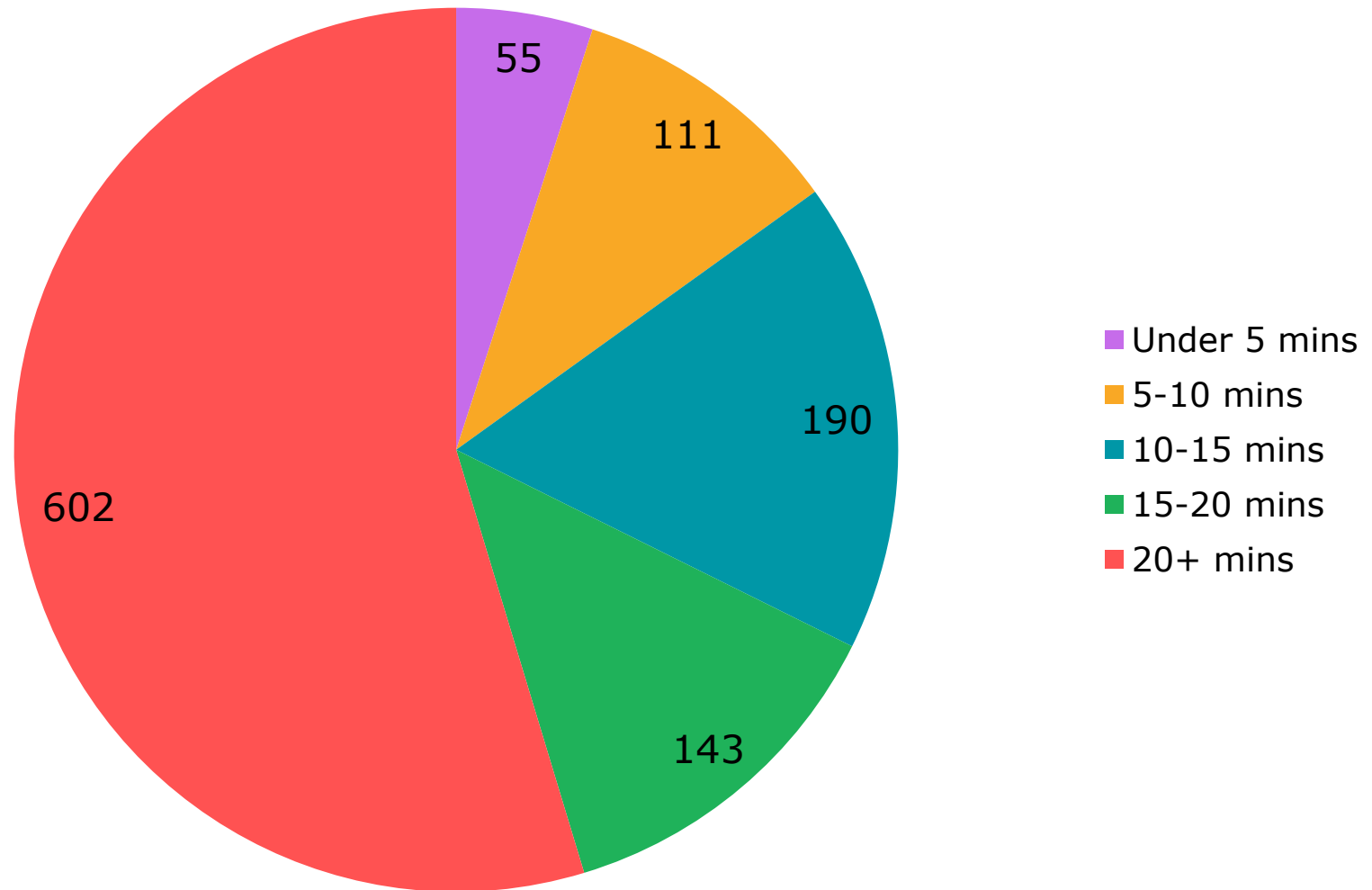
Enquiry type



Service delivered to residents



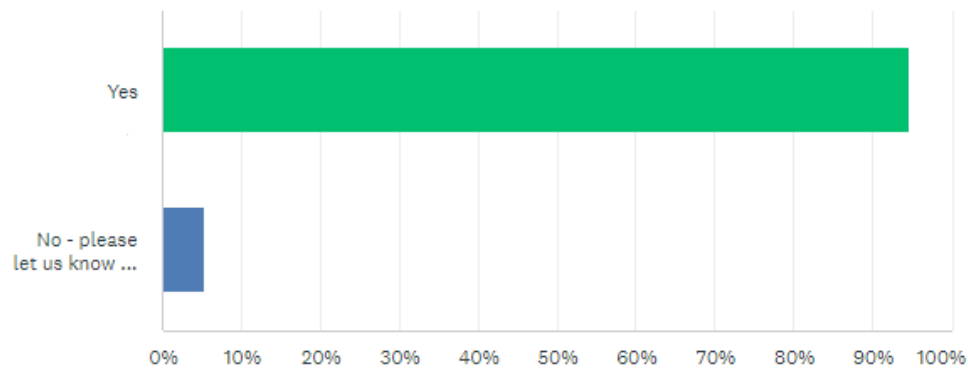
Time spent per enquiry



Resident feedback - satisfaction

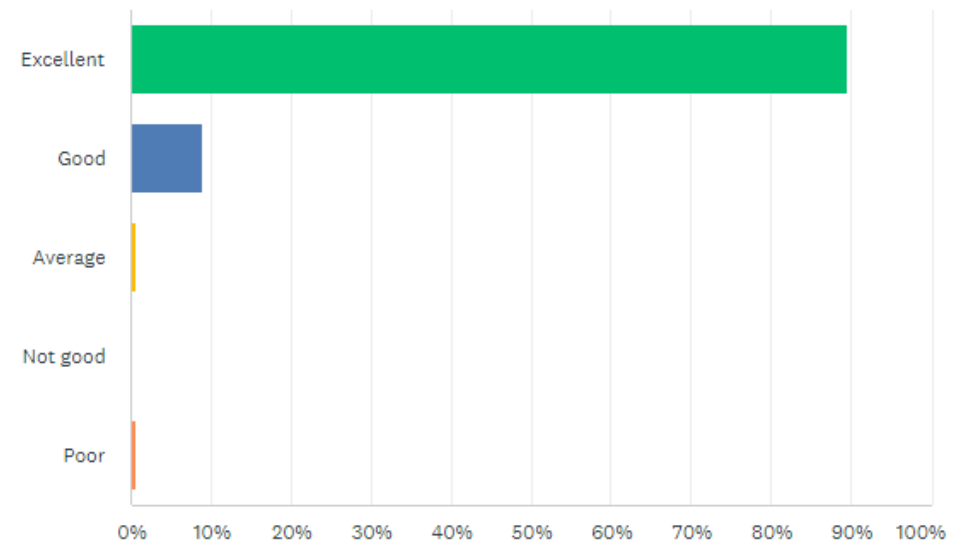
If the Council was to have a more permanent Customer Service Point, would you use it?

Answered: 19 Skipped: 140



How do you rate the service you received today?

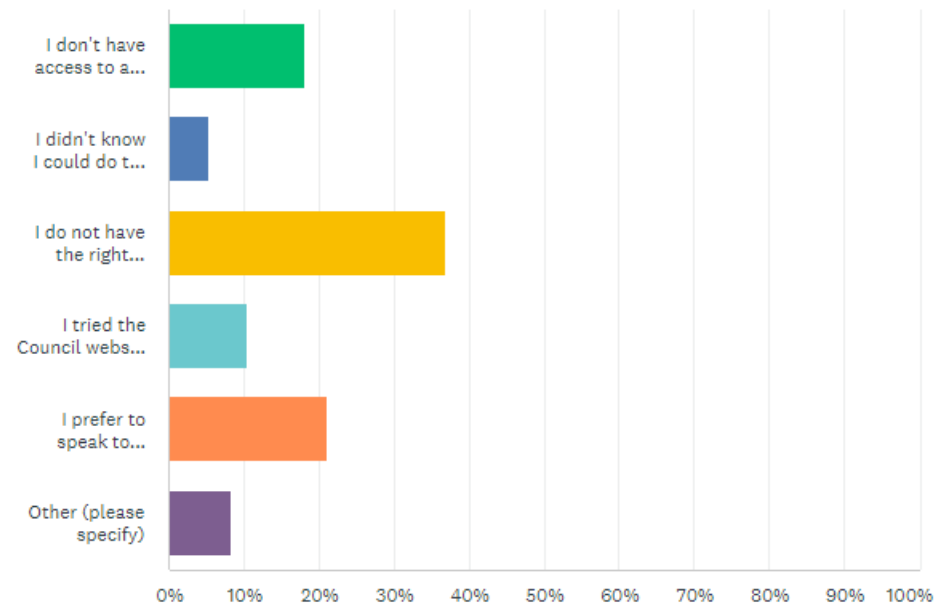
Answered: 135 Skipped: 24



Resident feedback – helpfulness

Please let us know why you found this Customer Service Point helpful?

Answered: 133 Skipped: 26



ANSWER CHOICES	RESPONSES
I don't have access to a computer/internet	18.05% 24
I didn't know I could do this online	5.26% 7
I do not have the right skills or lack the confidence to do it online and need some support	36.84% 49
I tried the Council website first but couldn't find what I was looking for	10.53% 14
I prefer to speak to someone in person	21.05% 28
Other (please specify)	Responses 8.27% 11
TOTAL	133

Three types of customer

1. Those that are **digitally excluded** or do not have the skills to transact online.
2. Those that face a **language or other communication barrier**.
3. Those who have already experienced a **service failure**.



Issues

1. Rising demand vs. resources with specific pressures at Ealing Central Library.
2. High customer expectations. One to one support vs. supported self service.
3. Homeless people presenting at Ealing Central library despite the homelessness service operating exclusively by telephone.
4. Residents and Service Advisors experiencing significant lack of response to emails and phones not being answered in the back office (duty lines and individual staff numbers)
5. Lack of privacy for residents interacting at Customer Service Points
6. Unreliable ICT hardware installed in libraries such as scanners and printers not working.



Next steps

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Next steps

- **Recruitment**

- Recruit to Community Hub Team Manager post

- **Phase 4 planning (Expansion)**

- Establish working group to consider the development of existing and future Community Hubs.
- Begin expanding the hub offer, starting with Learn Ealing and Work Ealing.
- Identify further services that can utilise hub locations to deliver services.
- Engage Resident Panel to share feedback and gain customer insight.
- Determine future locations of Community Hubs alongside members based on data and evidence collected.

- **Continued external engagement**

- Creating solid referral pathways
- Identifying opportunities to provide holistic services to residents
- Supporting development of new 'community directory / database' (Council's Community Management Team)