

REPORT TO: POLICY AND RESOURCES COMMITTEE - 18 APRIL 2005
PERSONNEL COMMITTEE - 18 APRIL 2005

REPORT ON: MODERNISING GOVERNMENT FUND 3

REPORT BY: CHIEF EXECUTIVE AND ASSISTANT CHIEF EXECUTIVE
(MANAGEMENT)

REPORT NO: 216-2005

1. PURPOSE OF REPORT

- 1.1 To advise the Committee of the Council's award of £1,165,750 from the Modernising Government Fund, the projects being funded, and the posts required.

2. RECOMMENDATIONS

- 2.1 The Policy and Resources Committee is asked to approve the allocation of the MGF funding to the projects set out in the report
- 2.2 The Personnel Committee is asked to approve the establishment of the following posts:-

Citizen Account/Customer Relationship Management

Data Cleansing/Matching Officer (1 post, IT) 2 years	GS3	£14,466 - £15,063
Process Review Officer (2 posts, Personnel) 2 years	AP5/PO4	£23,739 - £28,632
IT Officer (Software) (2 posts, IT) 2 years	AP3-PO10	£18,381 - £33,423

Dundee Discovery Card

Projects Officer (1 post, Communities) 1 year	AP5/PO4	£23,739 - £28,632
Projects Officer (1 post, Economic Dev) 6 months	AP5/PO4	£23,739 - £28,632
Projects Officer (1 post, Corporate Plan) 2 years	AP5/PO4	£23,739 - £28,632
Projects Officer (1 post, Education) 2 years	AP5/PO4	£23,739 - £28,632
Projects Officer (1 post, P&T) 1 year	AP5/PO4	£23,739 - £28,632

Corporate Address Gazetteer

DNAS/CAG Project Officer (1 post, P&T) 2 years	AP5/PO4	£23,739 - £28,632
DNAS/CAG Officer (1 post, P&T) 2 years	AP4/5	£20,808 - £25,857
IT Officer (Software) (1 post, IT) 2 years	AP3-PO10	£18,381 - £33,423

3. FINANCIAL IMPLICATIONS

- 3.1 The award of £1,165,750 will be paid in two blocks of £603,000 in 2005/2006 and £562,750 in 2006/2007. The second year's payment is conditional on the Council meeting the aims of the national Customer First programme. The projects are expected to lead to long term efficiencies as well as improve customer services.

4. SUSTAINABILITY IMPLICATIONS

- 4.1 None.

5. **EQUAL OPPORTUNITIES IMPLICATIONS**

- 5.1 Specific improvements for customers with disabilities are included in the MGF funded projects.

6. **BACKGROUND**

- 6.1 In May 2004, the Policy and Resources Committee approved a bid (Report No. 303-2004) to the Modernising Government Fund totalling £1,498,124. The fund totalled £34million and the total bids were £75million. Based on the bids received by the Scottish Executive, the Scottish Executive established a national programme entitled "Customer First". The funding which the Council is receiving is to meet the minimum requirements and broad objectives of Customer First. This broadly reflects the Council's own ambitions contained in the bid document and the Council Plan. The funding received is 11.7% down on the Council's bid.

- 6.2 The minimum requirements of the programme are as follows:-

- Introduce the Citizens' Account at the local level to the standards established by the Citizen Account/Customer Relationship Management programme.
- Complete the Corporate Address Gazetteer to the standard specified by the Definitive National Address programme.
- Begin the rationalisation of the different Council card schemes into a single multi-application entitlement card (smartcard) to the specification established by the programme.
- Prioritise the roll out of the entitlement card to support the national concessionary fares scheme.

- 6.3 The Council is in a position to meet these minimum requirements as it has already approved projects in relation to a corporate customer service team, the Dundee Discovery Smartcard, and electronic service delivery. In support of these, a single citizen account file and master corporate address gazetteer are being developed.

- 6.4 The Citizen Account, Corporate Address Gazetteer and Entitlement Card (Dundee Discovery Card) will form the core customer information that customers in future will only need to register once. This information includes address, income status, disability, and security information to access all public services through local authorities and other public bodies.

7. **MGF FUNDED PROJECTS**

- 7.1 The MGF grant has been allocated to the following projects in line with the Customer First programme and the Council's bid. The majority of the funding will be allocated to the establishment of fixed term posts, as indicated in the bid document, and in paragraph 2.2 above. All of the posts will have a reporting relationship to the Project Owner of the Project Manager

Citizen Account/Customer Relationship Management (CA/CRM)	-	£293,393
Dundee Discovery Card Scheme		£549,949
Definitive National Address (DNA)		£188,553
CA/DNA Integration		£133,855

- 7.2 To manage each project there will be a programme owner who will chair a board to ensure that sound planning and financial control is in place. There will also be a project manager to ensure that the project is delivered. These are listed below: -

Citizen Account/Customer Relationship Management

Project Owner	-	Depute Chief Executive (Finance)
Project Manager	-	IT Software Manager

Dundee Discovery Card

Project Owner	-	Director of Planning and Transportation
Project Manager	-	Dundee Discovery Card Manager

Corporate Address Gazetteer

Project Owner	-	Assistant Chief Executive (Management)
Project Manager	-	Team Leader, Information and Research (Planning and Transportation)

The CA/DNA Integration budget will be co-ordinated to ensure that the new citizen account and corporate address gazetteer can be integrated into other Council systems.

8. CONSULTATION

- 8.1 The Depute Chief Executive (Support Services), Depute Chief Executive (Finance) and the Assistant Chief Executive (Corporate Planning) have been consulted in the preparation of this report.

9. BACKGROUND PAPERS

Report 303-2004 - Modernising Government Fund, Policy and Resources Committee, 10 May

Letter - Scottish Executive – Modernising Government Fund – 21 February 2003

Alex Stephen
Chief Executive

6 April 2005

Jim Petrie
Assistant Chief Executive (Management)

6 April 2005