



Cambridge City Council

Item

To: Executive Councillor for Customer Services and Resources
Report by: Jonathan James / Chris Bolton
Relevant scrutiny committee: Strategy and Resource Scrutiny
Wards affected: All

**19th
March
2012**

Project Appraisal and Scrutiny Committee Recommendation

Project Name: Customer Service Touch Screen Information kiosks

Recommendation/s

Financial recommendations –

- The Executive Councillor is asked to approve the commencement of this scheme, which is already included in the Council's Capital & Revenue Project Plan (SC538).
 - **The total cost of the project is £25,000, funded from Reserves.**
 - **The revenue costs of the project are £6,000 for 2012/13 onwards and will be met from the Customer Service revenue budget. (00094).**

Procurement recommendations:

- The Executive Councillor is asked to approve the invitation and evaluation of tenders and award of contract of the Touch Screen Information kiosks hardware and related software plus annual maintenance for the project.
- If the tender sum exceeds the estimated contract value by more than 15% the permission of the Executive Councillor and Director of Resources will be sought prior to proceeding.

1 Summary

The purchase and installation of five Touch Screen Information Kiosks at locations to be confirmed.

Full background details and a more detailed explanation are provided within section 2.1.

1.1 The project

Target Dates:	
Start of procurement	April 2012
Award of Contract	July 2012
Start of project delivery	August 2012
Completion of project	December 2012

1.2 The Cost

Total Project Cost	£ 25,000
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Cost Funded from:

Funding:	Amount:	Details:
Reserves	£ 25,000	5 touch screen information kiosks
Repairs & Renewals	£	
Developer Contributions	£	
Other	£	

Ongoing Revenue Cost

Year 1	£ 6,000	Customer Services Centre budget 00094
Ongoing	£ 6,000	To be met from the Customer Service Centre budget provision.

1.3 The Procurement

The Council will procure five touch screen information kiosks allowing residents to access Cambridge City Council online self services and council information around the city.

The procurement approach will be to invite four suppliers to submit tenders based on a specification/requirements document, in accordance with the Council's Contract Procedure Rules. The value of this contract is below the threshold for the EU Public Contracts Regulations to apply.

2 Project Appraisal & Procurement Report

2.1 The Project

A touch screen information kiosk solution has been identified as a key enabler to providing customers of Cambridge City Council the choice to access Council services in their local communities without the need to ring or visit the customer contact centre. This has been borne out by the successful implementation of the Cambridge Citizens Advice Bureau, (CCAB), information kiosks.

The Cambridge city kiosks are to be installed in 2012/13 to give customers greater choice between face to face or undertaking the transactions themselves in their own time, reduce queuing times and speed up transaction times.

It is initially planned that the information kiosks would be located at key customer access points across the city where customers will be able to 'connect on demand' to the Council's Contact Centre.

Whilst the Council is committed to providing a choice of access channels for customers, we will also need to encourage customers to use access channels that are more appropriate to the transaction and cost effective for the Council.

The touch screen information kiosks will for example offer a choice of options:

- Self help via a touch screen interface to the Council's website for a defined set of service requests

- Telephone support through the kiosk via the Council's 'essential numbers'
- Video help connecting to a Customer Service Advisor in the CSC or using a virtual assistant to advise the customer.

The use of touch screen information kiosks therefore enables access to services anywhere in the city where there is a secure location. If customers want to access face to face or telephone services then these would still be available at Mandela house as usual.

The solution will be piloted initially, and then rolled out across the city if the pilot is deemed successful. The success of the pilot will be evaluated based on customer uptake and feedback. It is anticipated that the pilot location/s will be implemented from April 2012 and will run until December 2012.

2.2 Aims & objectives

"The project contributes to the Council's vision for:

- in the forefront of low carbon living and minimising its impact on the environment from waste and pollution
- "A city with a thriving local economy that benefits the whole community and builds on its global pre-eminence in learning and discovery"

The use of information kiosks enables access to services anywhere in the city where there is a secure location and will mean that residents will not need to travel to the Customer Service Centre to make access Cambridge City Council information.

2.3 What services will be available via the Touch Screen Information Kiosks?

The kiosks will offer a choice of options (these may be phased depending on complexity, back office connectivity and the implementation of the new website):

- Self help via a touch screen interface to the Council's website for a defined set of service requests
- Telephone support via the Council's 'essential numbers'

- Video help connecting to a Customer Service Advisor in the Contact Centre

Self Help Services	Assumptions and Dependencies
Make a payment	Design of Kiosk home page to provide a simple and straightforward user interface for customers to access a range of services available through the Kiosk.
Report a service request	
Report a missed bin collection	
View a planning application	
Find out what's on in your area	
Telephone Support	Assumptions and Dependencies

The Video Help services may be extended to connect to other Council departments or Community partners, such as Citizens Advice Bureau following successful implementation for the Contact Centre.

What about existing information kiosks used by CCAB

Existing CCAB kiosks that provide information only have already been deployed in the city. These are providing a valuable resource for residents and customers especially those vulnerable adults in need of independent advice and help.

Customer Services are working closely with CCAB to ensure that any touch screen kiosks complement the roll out of the CCAB kiosks.

The information kiosks will not be used alongside CCAB ones though there may be future occasions at high customer transactions sites to look at sharing kiosks to give customers greater access to services. If this does occur then this would free up the CCAB information kiosk to be deployed elsewhere in the city. The pilot self help kiosk will be installed at a location that does not clash with CCAB roll out.

2.4 How it will improve customer service from the city council perspective?

- Simple To Use – local people and visitors dial a local rate number to access customer services
- Low Cost – Extends access to existing website and audio content via standard display screens.
- Creates Customer Relationships – Provides public access to information and services, and helps the local authority to service the needs of citizens.
- Available 24 Hours – Extends access to information from flexible locations and reduces costs.
- Extends Value – Delivers added value information to build and enhance local and visitor relationships.
- Improved Communication – helping to satisfy requirements directly or through the call transfer facility, to the appropriate local authority service.

2.5 Major issues for stakeholders & other departments

Implementation as soon as possible during the 2012/ 13 financial year, so that evaluation can take place.

2.6 Summarise key risks associated with the project

- Availability of resources to project manage, competing demands of other projects
- Staff not adapting to new ways of working and the use of technology.

2.7 Financial implications

- a. Appraisal prepared on the following price base: 2011/12
- b. Specific grant funding conditions are: N/A
- c. Other comments: N/A

2.8 Capital & Revenue costs

(a) Capital	£	Comments
Building contractor / works		
Purchase of vehicles, plant & equipment		
Professional / Consultants fees		
IT Hardware/Software	25,000	Purchase of 5 information kiosks
Other capital expenditure		
Total Capital Cost	25,000	

(b) Revenue	£	Comments
Maintenance	6,000	Suppliers' system and equipment annual maintenance for 5 kiosks
R&R Contribution		
Total Revenue Cost	6,000	

2.9 VAT implications

There are no adverse VAT implications for this project.

2.10 Environmental Implications

Climate Change impact	+ L
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The installation of 5 information kiosks in locations around the city will reduce travel by customers who can now access Council information in their local offices rather than having to travel to the Customer Service Centre.

2.11 Other implications

There are no other known implications at this stage of the project.

2.12 Staff required to deliver the project

Implementation of the pilot project is expected to be completed using current resources.

2.13 Dependency on other work or projects

These kiosks will not be adjacent to the CCAB supported kiosks.

2.14 Background Papers

ICTSG project Brief Oct 2011
Briefing Note

2.15 Inspection of papers

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Capital Project Appraisal - Capital costs & funding - Profiling

Appendix A

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Make sure year headings match start date ...

	2012/13	2013/14	2014/15	2015/16	2016/17	Comments
	£	£	£	£	£	
Capital Costs						
Building contractor / works						
Purchase of vehicles, plant & equipment	25,000					
Professional / Consultants fees						
Other capital expenditure:						
<i>insert rows as needed</i>						
Total Capital cost	25,000	0	0	0	0	
Capital Income / Funding						
Government Grant						
Developer Contributions						
R&R funding						
Earmarked Funds						
Existing capital programme/scheme funding	25,000					SC538 - cost centre 42104
Revenue contributions						
Total Income	25,000	0	0	0	0	
Net Capital Bid	0	0	0	0	0	

