

# EAST SUFFOLK BUSINESS PLAN 2015 - 2023



## CASE STUDY

### FINANCIAL SELF-SUFFICIENCY

# ONE STOP SHOPS

Our Business Plan sets out a vision where our services are designed with customer needs as a priority, that services are easily accessible and that customers receive a consistent, accurate and holistic service at the first point of contact.

[eastsuffolk.gov.uk/east-suffolk-business-plan](http://eastsuffolk.gov.uk/east-suffolk-business-plan)



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Beccles Library, Blyburgate, Beccles  
Felixstowe Library, Crescent Road, Felixstowe  
Marina Centre, Marina, Lowestoft  
Woodbridge Library, New Street, Woodbridge

# DELIVER IMPROVED CUSTOMER SERVICE HUBS ACROSS EAST SUFFOLK



## WHAT WE DID?

New improved customer services facilities were created at Woodbridge Library and the Marina Centre in Lowestoft and build upon successes at Felixstowe and Beccles Libraries.

At Woodbridge Library, partnership working between Suffolk Coastal and Suffolk Libraries allows staff to work together, providing a huge range of services to customers in the heart of the community. Additional services have been introduced, as well as weekly Housing Needs drop-in surgeries and in house help from the Citizens Advice Bureau.

The Marina Centre was redesigned and fully refurbished in order to house teams from both Waveney District Council and Suffolk County Council. Located in Lowestoft's town centre, the Marina accommodates 150 staff and delivers an extensive range of services. Both facilities, which are the 'face to face' point of customer contact for the Councils, were completed in 2016.



Delivered  
on time  
and on  
budget!



## WHY WE DID IT?

The new 'one stop shops' were created as part of wider accommodation projects to reduce costs, become more financially self-sufficient and improve customer services facilities across east Suffolk. The new 'hubs' are ideally located within the community allowing customers to easily access a wider range of council services whilst the improvements allow staff to handle customer queries more efficiently and holistically at the first point of contact.

Public access terminals, free wifi and payment stations are widely available, allowing customers to access council services online, with support from staff if required. Customers can also make appointments to see staff from other Council services, such as Planning.

Partnership working with organisations such as Suffolk Libraries and Suffolk County Council encourages co-operation and collaboration, whilst offering customers access to more services in one place. Co-location with Suffolk Libraries is an innovative step and increases the sustainability of key community buildings.



*We are really pleased with the positive feedback being received from customers and staff since the improvements. Both centres are brighter, more inviting and enhance the customer experience."*

- EAST SUFFOLK COUNCILS

CLLRS TJ HAWARD-CULF & CRAIG RIVETT



## THE DIFFERENCE THIS MADE?

The changes have been received positively by customers and staff at both locations and due to increased staff numbers, the Councils are able to resolve more customer enquiries in a quicker time.

At Woodbridge Library, footfall has increased since the improvements due to its convenient town centre location and the improved layout makes it easier to serve customers.

At the Marina, more efficient working has led to reduced footfall and decreased call waiting times. Floorwalkers were introduced to enhance the customer experience, guiding customers to self-serve terminals and preventing queues. Staff now have more time to help customers to use the self-serve facilities, providing as much support as necessary.