

## **MAIDSTONE BOROUGH COUNCIL**

### **CABINET**

#### **MINUTES OF THE MEETING HELD ON 10 APRIL 2013**

**Present:**           **Councillor Garland (Chairman), and  
Councillors Greer, Paine and Mrs Ring**

**Also Present:**   **Councillors Beerling, Newton, Paterson and  
Vizzard**

151. **APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors Hotson and J.A. Wilson.

152. **URGENT ITEMS**

The Chairman indicated that he intended to take the following as an urgent item:-

- i) SCRAIP from the Corporate Services Overview and Scrutiny Committee regarding the Customer Service Improvement Strategy.

153. **NOTIFICATION OF VISITING MEMBERS**

Councillor Paterson indicated her wish to present Agenda Item 10, report of the Regeneration and Economic Development Overview and Scrutiny Committee regarding the Visitor Information Centre Review.

Councillor Beerling indicated his wish to speak on Agenda Item 10, report of the Regeneration and Economic Development Overview and Scrutiny Committee regarding the Visitor Information Centre Review.

Councillors Newton and Vizzard were in attendance.

154. **DISCLOSURES BY MEMBERS AND OFFICERS**

There were no disclosures by Members or Officers.

155. **DISCLOSURES OF LOBBYING**

There were no disclosures of lobbying.

156. **EXEMPT ITEMS**

**RESOLVED:** That the Items on the Agenda be taken in public as proposed.

157. MINUTES

RESOLVED: That the Minutes of the Meeting held on 13 March 2013 be approved as a correct record and signed.

158. CUSTOMER SERVICE IMPROVEMENT STRATEGY 2013-16

DECISION MADE:

1. That the Customer Service Improvement Strategy 2013-16 be adopted, subject to delegation to the Chief Executive to make minor amendments in consultation with the Cabinet Member for Corporate Services as required.
2. That the recommendations made by Corporate Services Overview & Scrutiny Committee at their meeting held on 9 April 2013 be agreed, subject to the approval of the Cabinet Member for Corporate Services.
3. That the Equalities Impact Assessment, as attached at Appendix B to the report of the Head of Business Improvement, be noted.

To view full details of this Decision, please click here:-

<http://meetings.maidstone.gov.uk/mgIssueHistoryHome.aspx?IIId=19078&Opt=0>

159. WORKFORCE STRATEGY

DECISION MADE:

1. That the Workforce Strategy be agreed.
2. That the action plan be reviewed annually through the service planning process.

To view full details of this Decision, please click here:-

<http://meetings.maidstone.gov.uk/mgIssueHistoryHome.aspx?IIId=18979&Opt=0>

160. VISITOR INFORMATION CENTRE REVIEW

DECISION MADE:

1. That the use of technological tools for engaging with and providing information for visitors be investigated.
2. That staff members providing visitor information receive customer services training and undertake the Visitor England on-line training programme.

3. That a consistent methodology for logging visitor numbers to the VIC at the Museum and the Town Hall is put in place to monitor the use of the service.
4. That a visitor information presence in the gateway be investigated.
5. That the Leader of the Council and Chief Executive revisit the way portfolios are arranged and officer duties allocated to create more cohesion and improved clarity of purpose.
6. That there should be a Visitor Information Centre presence at the Town Hall;
7. That a Visitor Information Centre presence at the Town Hall be supported through Visitor Economy Business Unit resources;
8. That no arrangement should be entered into that would compromise this; and
9. That, in consultation with relevant stakeholders, the Council clarifies the value of visitors to the borough by putting in place a visitor strategy setting out how Maidstone's offer can be enhanced and publicised.
10. That the Cabinet Members for Economic and Commercial Development and Corporate Services agree the details responses to the SCRAIP.

To view full details of this Decision, please click here:-

<http://meetings.maidstone.gov.uk/mgIssueHistoryHome.aspx?IIId=18091&Opt=0>

161. DURATION OF MEETING

6.30 p.m. to 7.15 p.m.