## Managing Demand and Productivity

Mike Cockburn

Climate Emergency & Environment

Wirral Council



## New Government – Similar Challenges

- Reduced (and Further Reducing) Financial Envelope
- Collective Pressure from Demand on Statutory Services
- Rising Expectations of Residents (and Members) Generating Demand
- Post Pandemic Legacy of New Ways of Working
- Aging Workforce and Skills Shortages
- The Challenge to be Productive, Good Value and Dynamic in Response



## Meeting Demand

- Setting out and Publishing Defined Service Standards
- Profiling Demand on Services to Anticipate Resource Peaks 'More From Less'
- Collective Approach to Managing Demand and Expectations and Focusing on Priorities
- Purging Operational Demarcation and Duplication
- Invest to Save in Digital Solutions to Customer Relations Management



## **Driving Productivity**

- Workforce Investment Upskilling, Retention and Succession Planning
- Enhance Workforce Engagement and Involvement
- Focus on Workforce Absence Levels
- Invest to Save in Technology and Digital Solutions to Record Output and Service Delivery
- Use of Intelligence and Benchmarking to Measure Productivity
- Productivity to be a Key Component of Service Planning and Resource Deployment

