

STEP – Service Transformation Experience Programme

STEP has developed from, and replaces the CRM national project. STEP is working to create a community of practice around CRM and the related issues of change management, transformation, integration and benefits realisation. The main activities of STEP are:

Fortnightly STEP e-Bulletin

This has news, events and announcements. It is the way the community is kept informed by exchanging best practice, questions, experience and ideas.

There are over 900 contacts who receive this bulletin. They are all CRM practitioners who face daily challenges relating to data quality, data sharing and security and data delivery relating to customers needs.

Events

STEP has a rolling programme of events which are based on the problems and issues the community face. Topics have included ‘CRM and Information Management’ ‘CRM – What are the Issues for District Councils’ ‘ Technical Integration for Non-Technical People’

Case Studies and Briefing Papers

STEP is working with a number of local authorities to develop case studies. This is a way of capturing knowledge and sharing it across the community.

STEP has created a briefing paper on ‘CRM and Information Management’. This has been produced in the format of a ‘Request for Comments’ report to enable all members of the community to input and comment. This makes the document dynamic and live.

Raising Awareness

Information is a critical asset of all public sector organisations and good quality information, produced and managed according to recognised standards is essential to service delivery.

STEP has been working to raise awareness of the importance of information quality and standards and has been promoting the Information Sharing Protocols developed by North Yorkshire County Council and others, and the Information Governance Toolkit created by the Local eGovernment Standards Body.

Building a Community of Practice

A key objective of STEP is to help local authorities learn and share and exchange information about information management and information sharing. STEP acts as a facilitator to get councils talking to each other. By doing this, STEP helps councils increase their knowledge capital in these areas and prevents repetition and duplication.

The community acts as a safe space for practitioners to raise ideas, learn from mistakes and check alternatives. In the process, it saves those involved substantial sums of money, resources and time searching for answers and solutions. The community generates efficiencies for its members.

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