

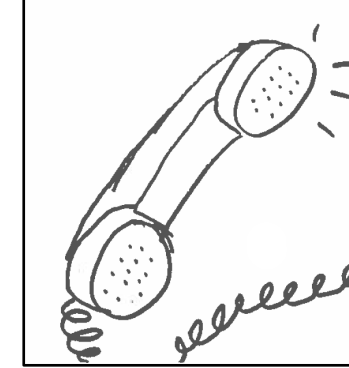
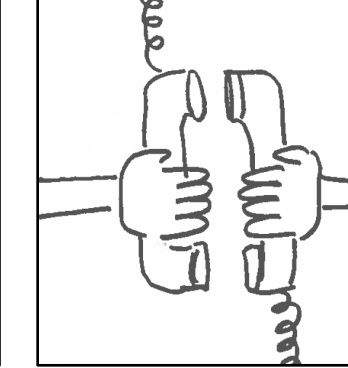
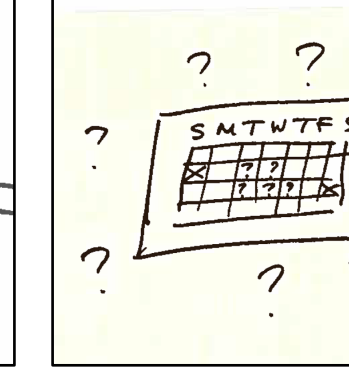
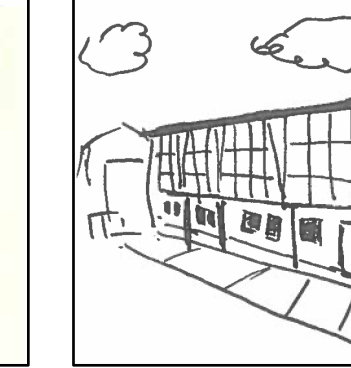
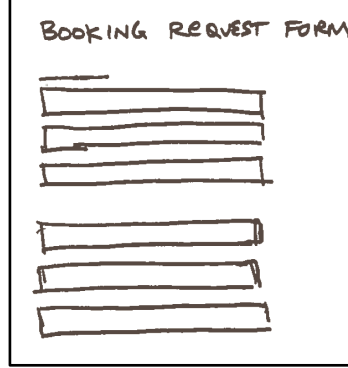
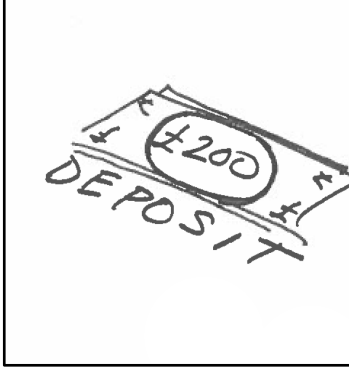
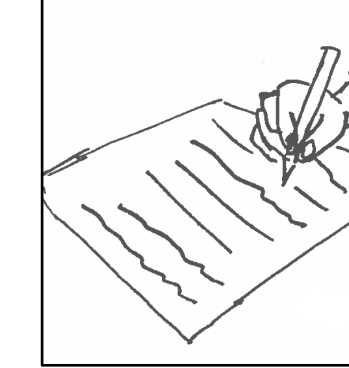




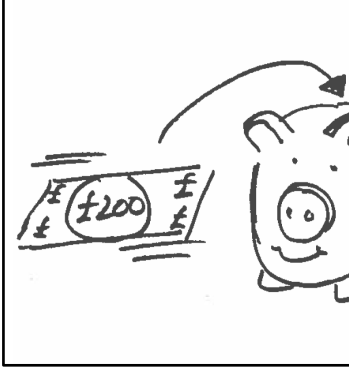


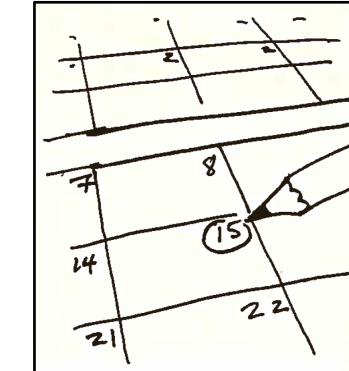

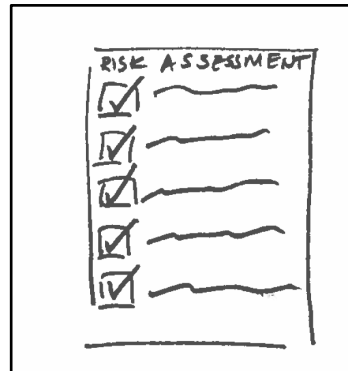
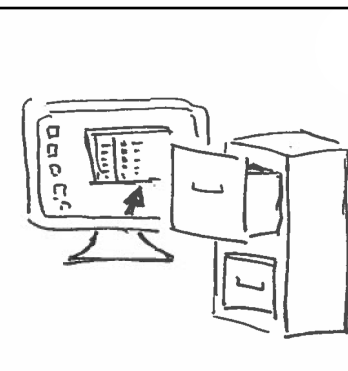
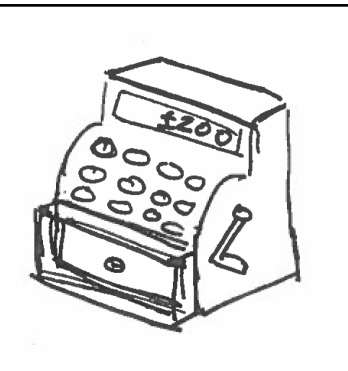

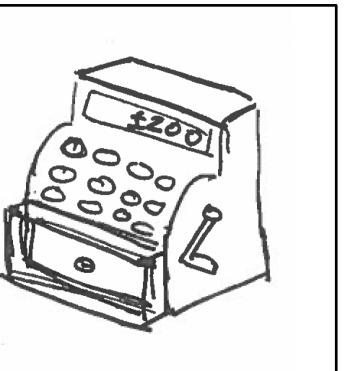
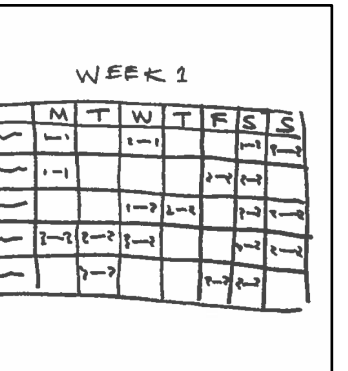
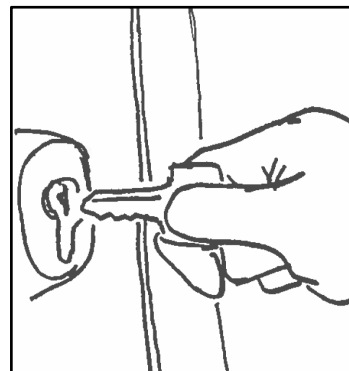




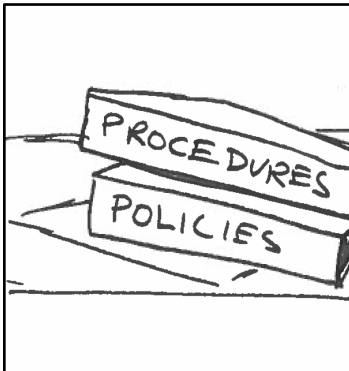


# Community halls booking service blueprint - Current state/First time booker

| STAGES                              | Pre-booking                                                                                                                                                           |                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                       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                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                 | During room hire                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                               | Post Booking                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                     |                                                                                                                                                                                 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| <b>Customer journey</b>             | <br>A booker has an event to plan<br>"I need to arrange a birthday party for my son" | <br>Looks for an event space<br>"Where can I host this event?"<br>Learns of the hall by:<br>Word of mouth<br>Going to website<br>Booklet<br>Lives on the estate              | <br>Calls the main number to ask about halls<br>"I would like to ask about hiring a community hall"                                                                                             | <br>Is transferred to the Community Halls Team<br>"Could you tell me more about your community hall spaces?"                                                                                                                                                                                                                               | <br>Co-ordinates a site visit<br>"I need to take time to arrange and visit the site"                                                                            | <br>Goes to the site on day of appointment<br>"Does this space satisfy my needs?"                                                                                                                                                                            | <br>Fills out and submits relevant forms<br>"There's a lengthy process for booking halls"                                                                                                                                                         | <br>Pays £200 deposit<br>"I'd like to know upfront the things that might prevent me from getting my deposit back in full."                                                                                                                                                                                                                                        | <br>Signs agreement<br>"I need to know what is in the agreement I'm signing"                                                                                                                                                                                                                                                                         | <br>2 weeks before the event pays the booking fee in full<br>"I'd like a convenient way to pay for my booking"                                                                               | <br>Shows up for event<br>"I need to set up for my event"                                                                                                                                                                                                    | <br>Runs event<br>"I forgot how to turn on the heating"                                                                                                                                                       | <br>Clears up and co-ordinates with security<br>"I need to clean up and get everything out of here"                                                        | <br>Gets deposit back within 14 days<br>"I am happy I've gotten my deposit back"                                                                                                                    | Deposit is returned to their card                                                                                                                                                                                                      |                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Channel</b>                      | Website<br>Print<br>In person                                                                                                                                         | Phone                                                                                                                                                                                                                                                         | Phone<br>Email<br><i>in person??</i>                                                                                                                                                                                                                                             | Phone<br>in person                                                                                                                                                                                                                                                                                                                                                                                                          | In person                                                                                                                                                                                                                                        | In person                                                                                                                                                                                                                                                                                                                                       | Over phone<br>In person                                                                                                                                                                                                                                                                                                              | Email<br>In person                                                                                                                                                                                                                                                                                                                                                                                                                                   | Over phone<br>In person                                                                                                                                                                                                                                                                                                                                                                                                                 | In person                                                                                                                                                                                                                                                                       | Phone                                                                                                                                                                                                                                                                                                                                           | In person                                                                                                                                                                                                                                                                                        | Email                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Touchpoints</b>                  |                                                                                                                                                                       | Neighbourhood Contact Centre                                                                                                                                                                                                                                  | Community halls assistant                                                                                                                                                                                                                                                        | Community halls assistant                                                                                                                                                                                                                                                                                                                                                                                                   | Facilities assistant                                                                                                                                                                                                                             | Facilities assistant                                                                                                                                                                                                                                                                                                                            | Community halls assistant                                                                                                                                                                                                                                                                                                            | Community halls assistant                                                                                                                                                                                                                                                                                                                                                                                                                            | Community halls assistant                                                                                                                                                                                                                                                                                                                                                                                                               | Security staff/<br>Community halls team                                                                                                                                                                                                                                         | Community halls team member                                                                                                                                                                                                                                                                                                                     | Security staff/<br>Community halls team                                                                                                                                                                                                                                                          | Community halls team                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Community Halls Booking team</b> |                                                                                                                                                                       | <br>NCC is the first point of contact for halls<br>"We need to help the booking team manage call volume"<br>An NCC agent triages the call before it goes to the booking team | <br>Community halls team takes call<br>"We spend a lot of time answering FAQs"<br>Community halls assistant answers questions about facilities, availability, and the process of booking a hall | <br>Books a time in the facilities assistant's diary<br>"We need to help people make a decision about the right hall for their needs"<br>Community halls assistant co-ordinates a day and time in the facilities assistant's diary for a site visit. Takes all their details down on the calendar, and might create an appointment sheet. | <br>Shows them the site<br>"We have several appointments across the borough daily"<br>Facilities assistant meets them at appointed time and gives them a tour | <br>Gives them the forms and risk assessment<br>"We need to make sure people know how to use the halls"<br>Facilities assistant assists them in filling out the booking form, walks them through the risk assessment and goes over the terms and conditions. | <br>Files documentation and updates the calendar<br>"We need to have records of this booking"<br>Community halls assistant files paper forms, fills out digital forms, and updates the calendar with name and number, amount of people and times. | <br>Takes £200 deposit<br>"We can only accept debit card, cash, or cheque."<br>The community halls makes sure that the booking is in the outlook system and takes the payment over the phone and gives them the option for deposit or full amount. They record things in a spreadsheet, the reference number for the booking, date they pay, the amount they pay. | <br>Prints out agreement<br>"We need to ensure the booker is accountable"<br>Community halls assistant generates a receipt and has them sign an agreement. Goes over it with them in person. Walk them through it to confirm each piece of info. Tells them to take a photo of the front page because it has the contact number - security's number. | <br>Takes booking fee payment<br>"We can only accept debit card, cash, or cheque."<br>The community halls takes the payment over the phone. They update the calendar to be confirmed booking | <br>Arrange security a week before the event<br>"We need security to be there at the right times"<br>Community halls team emails a spreadsheet to CIS for the following week's schedule. Sometimes they need to co-ordinate times between CIS and the hirer. | <br>Security goes to open the hall<br>"It's too risky handing out keys to hirers"<br>CIS shows up at the designated time and opens the hall. If they are not available community halls team might go instead. | <br>Security stays for the event<br>"This event requires security to be present"<br>Security has been arranged with the booker if it is a high risk event. | <br>Security checks the state of the room and closes up<br>"I need to make sure that everything is in order"<br>Security does a risk assessment check. If CIS is unavailable a team member will go. | <br>Cleaners clean the hall<br>"We need to have the hall ready for the next booking"<br>Community halls assistant arranges a cleaner to clean room. | <br>Arranges for deposit to be returned<br>"Everything checked out fine"<br>Community halls assistant manually arranges for deposit to be returned to the booker | <br>Review policies in response to incidents<br>"We need to change the policy to prevent that from happening again"<br>Community halls team reviews the policy and will put controls in place to prevent things from happening again and will communicate to the team the change. |
| <b>Systems used</b>                 |                                                                                                                                                                       | NCC CRM                                                                                                                                                                                                                                                       | Cheat sheet                                                                                                                                                                                                                                                                      | Outlook                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                  | Paper forms                                                                                                                                                                                                                                                                                                                                     | Outlook, Excel                                                                                                                                                                                                                                                                                                                       | Outlook, Excel, Paris                                                                                                                                                                                                                                                                                                                                                                                                                                | Outlook, Word                                                                                                                                                                                                                                                                                                                                                                                                                           | Outlook, Excel, Paris                                                        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| <b>Policy</b>                       |                                                                                                                                                                       |                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                       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Front stage

Back stage

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| <b>Pain points</b>   | There is very little awareness of the community hall spaces available in the borough<br>Residents don't have enough information available to know whether community halls is the right option for them.<br>We don't know the proportion of phone enquiries the NCC are able to resolve. | Residents prefer calling over other forms of contact like filling out booking forms or email.<br>Residents don't have enough information available to know whether community halls is the right option for them.<br>We don't know the proportion of phone enquiries the NCC are able to resolve. | There's no easily accessible place where residents can find the information they need to make an informed decision.<br>Everything is done over the phone so community halls teams spend a lot of time answering basic questions about availability, prices, and facilities. | Residents need to take time out of their schedule to make site visits. This can be inconvenient if they have to make multiple visits across several days.<br>Can be difficult to arrange site visit on short notice, so it might take a while to take place. | If too much time has passed they will forget what they've been told.<br>Sometimes it's not clear what is included with the facilities so that when they arrive they don't have what they need. | Sometimes the forms they fill in is information that they have already provided. | Paper forms are very manual so they have to input information in multiple places more than once. | Not knowing what their deposit can be withheld for upfront.<br>Some people don't have enough money to put down for a deposit. | Sometimes there is a lot of back and forth if it's done over email because the forms can be quite lengthy.<br>Any other pain points? Is this the right order? Payment or agreement first? Payment and deposit all in one go or are they separate? | Team spends a lot of time chasing payments because some people don't pay on time.<br>People struggle to get through to the community halls teams to pay.<br>They don't take credit card. Smaller organisations don't have an expense account.<br>There's no direct debit option so the team has to chase payment each month from long term hirers. | They have to send the times a week in advance so changes at short notice will result in a lot of admin between security and hirer. | Sometimes security isn't available during times requested. (5-7pm on weekdays or times that are popular, not enough people to go around)<br>Halls aren't accessible for everyone and some guests find that a place is inaccessible.<br>There is not enough accessibility information for hosts and the info there is misleading.<br>The hall is messy. | Sometimes people forget what they told during the risk assessment, i.e. will get locked out if they leave.<br>Sometimes people violate the terms and conditions.<br>Sometimes hirers won't have time to set up for the event if they can't open early enough. | Sometimes people forget what they told during the risk assessment, i.e. will forget what to do when closing.<br>Sometimes hirers will leave the venue a mess. Don't take the bins out, etc.<br>Hirers want later hours but don't understand the reasons why it needs to close early.<br>Some hirers overrun. | Sometimes there not enough time between the last event and the next event for cleaners to clean.<br>It's not an automatic process for the deposit to be returned. | Occasionally deposits are not refunded when they should be.<br>It's not an automatic process for the deposit to be returned. | It's time consuming to investigate complaints, especially noise complaints.<br>The booking team has to deal with difficult residents.<br>Sometimes they get a lot of complaints from hirers which results in having to give discounts or refunds. |
| <b>Opportunities</b> | HMW help residents become aware about what is at their disposal                                                                                                                                                                                                                         | HMW help residents get the information they need themselves?                                                                                                                                                                                                                                     | HMW help residents help themselves to make decisions?                                                                                                                                                                                                                       | HMW make it more convenient for residents and the booking team to arrange site viewings?                                                                                                                                                                     | HMW we ensure that expectations are managed and bookers know what is expected of them?                                                                                                         | HMW make it easier for hirers to do less admin?                                  | HMW make it easier to keep track of booking information and also do less admin?                  | HMW make it easier for hirers to review and sign the agreement.                                                               | HMW we make it easier for hirers to pay?                                                                                                                                                                                                          | HMW reduce the amount of admin for arranging opening and closing.                                                                                                                                                                                                                                                                                  | HMW we make it easier for people we trust to access the halls.                                                                     | HMW we make it easier for people we trust to access the halls.                                                                                                                                                                                                                                                                                         | HMW help hirers understand the reasons behind the rules.                                                                                                                                                                                                      | HMW make sure the hall is clean for the next booker?                                                                                                                                                                                                                                                         | HMW make sure that money is returned in a timely manner?                                                                                                          | HMW reduce the number of complaints between the residents and hirers?                                                        |                                                                                                                                                                                                                                                   |