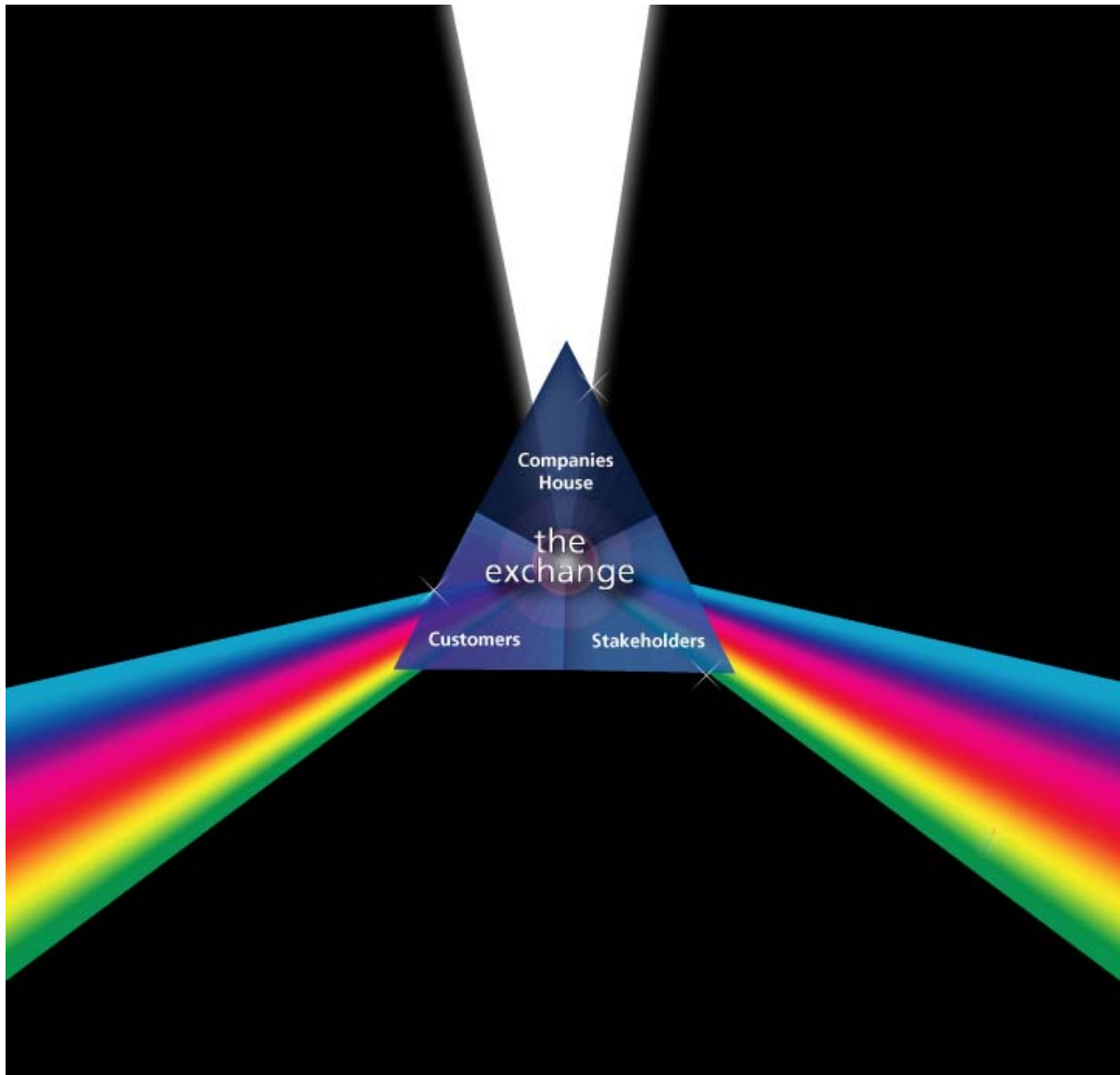


Companies House Strategic Direction for 2010



Mission

Companies House is the foundation of company information exchange in the UK.
Helping business, informing the public, benefiting the economy

Vision

To be a world-class information provider: accessible, easy to use and customer focussed.
Exchanging information; creating benefits.

- **Customers:**

The Companies House of 2010 knows its customers and recognises their different needs. We provide products and services to support and help them make the best use of the company register. We have built a strong reputation for delivery and excellence with our customers, and are recognised as a leader across government in this field. We are clear that our role is to register and make available the information required by legislation. We do not add to the information we receive or make judgements on its value. However, we actively promote the use of the public register, exploiting its benefit to the economy, and are the foundation for the exchange of company information.

Companies share responsibility for their information, owning, checking and maintaining their record electronically. Through products such as “My Companies House”, they can access their details and alert us quickly to changes by updating records directly. They receive targeted and timely reminders when they are required to submit information. We make it easy for them to comply with their legal obligations, by ensuring they know what they have to do and how to do it simply, efficiently and on time. However, we deal rapidly, firmly and fairly with those who do not.

Searchers can access information 7 days a week and carry out their own analysis of the information we hold. We provide information in a wide range of formats, to bulk users, companies, agents, organisations and individuals. Our products and services enable them to access the information we hold easily, efficiently and at low cost and we maximise the amount of free information. Products can be personalised and enable people to easily monitor their customers, suppliers, directorships and competitors.

- **Stakeholders / Strategic Partners:**

The register is the primary source of UK company information. Companies House has led the way in reducing the administrative burden on business. We work with others to make sure companies fulfil their responsibilities and that the register is trusted. We have strategic links with industry groups and representative bodies, which are used to influence thinking, tackle appropriate business issues, ensure effective communication and build our reputation.

Companies House is clear about the role it has across government and has built strong relationships with other departments and organisations that help it fulfil that role. Companies House is at the heart of joined-up government driving change based on the needs of different customer groups. As an integral part of our role we identify areas of overlap and develop opportunities to join with others and share services. As the primary source of company and director information, we share data to ensure that companies are only asked once for that information by government.

Companies House works with industry groups and professional bodies to ensure the effective operation of the registry and the delivery of benefits to customers. Companies House is a role model for service delivery in both public and private sectors.

Internationally, both in Europe and beyond, Companies House is recognised as an innovative and proactive partner who shares information with others, and plays a strong role in promoting better ways of working. We track global best practice in company registration and use it to improve our service.

- **Companies House:**

The Companies House of 2010 is dramatically different from 2005. Our focus has changed completely from processing documents to serving customers. We have redesigned the organisation reflecting: the fully electronic core processes, our role in helping customers, and our role as a primary source of company information for government and business. Our structure has fewer staff but with more of them focused on delivering high levels of customer service. Our systems are designed for the customer and customers make changes to their record without the need for intervention by staff. This enables our staff to focus on helping customers manage their data and maximise the use of the register.

Our strong vision for customers and stakeholders is delivered by an organisation with clear priorities that both staff and customers understand. Improvements in legislation have resulted in a much simpler system for companies to deal with us. Our core business is fully electronic and our customers enjoy better value for money linked to cost reductions achieved through the efficiencies of this e-operation. Because our e-processes are secure and prevent unauthorised changes, the register is trusted and used by others to check their own data. Data quality has improved through automated validation, which helps customers, get it right first time. Our continuing investment in technology delivers strong and resilient systems, which enable us to deliver the services to our customers when they require them.

Our staff are the heart and lifeblood of our organisation. The quality of our service is down to their high skill levels and flexible working. Our staff in our operational processes deal with most customer queries at the first point of contact. Their broad knowledge of Companies House, the systems they use, and their empowerment to make decisions enables them to do this. Not only do they serve customers well but also use their experience and knowledge to shape future products and services. All staff have increased their skill levels in line with our business needs. Our staff in support and management processes not only provide first class services for Companies house but also use their expertise to provide services for other government organisations, delivering efficiencies and sharing best practice.

Key Elements

Customers

- Undertake market research and market intelligence for both registration and search customers.
- Gain a clear understanding of the different market segments and develop compelling propositions to suit each of these.
- Provide customers with a choice of cost effective channels for filing and searching information. A suite of online services such as, 'My Companies House', become the vehicle for a clear customer proposition.
- Develop a single view of the customer from anywhere in the organisation: One account, One contact log, and One customer history.
- Use our processes to encourage cross selling from filing to search, focusing on supplying the most appropriate product package for individual customers.
- Promote and exploit the register and its value to UK economy.
- Make sure we articulate clearly the limited liability deal.
- Help companies to understand that the register is their window to the world and to take responsibility for the accuracy of the information it holds.
- Have front-end validation systems to help customers get it right first time.
- Provide regular e-communication to aid compliance, offer guidance and education.
- Customers will be able to access information in a range of data formats so that they can carry out data analysis and data mining.
- Guide customers through the implementation of the Company Law Reform Bill.

Stakeholders

- Identify the organisations that can play a key role in helping us fulfil our role and build strong links with them.
- Work with HMRC to harmonise registration and filing in data form.
- Identify overlap in government company information requirements and lead on data sharing.
- Develop our interface with the Government Gateway to facilitate single sign on transactions with Government.
- Lead and influence the work on deregulation / Hampton, acting a champion for reducing the burden on business.
- Join in with other registries in sharing company information (through the European Business Register) and in joint working to develop processes to benefit companies moving around Europe.
- Reduce our prices for company information, inline with the efficiencies brought about by e, and maximise the amount of free electronic company information.

- Implement the requirements of the Company Law Reform Bill.
- Be at the centre of work to combat fraud and false filings working closely with the Police and business organisations to safeguard the integrity of the register.
- Compare data with other organisations to improve integrity.
- Align our systems with other departments to facilitate a single business identifier.

Companies House

- Fully electronic operation for filing and search.
- Efficient business process reorganisation to reflect a fully e operation.
- Paper still accepted but as a non-core process which customers pay for.
- Year on year increases in the number of registrations and searches per employee, and companies per employee.
- ‘e’ = PROOF.
- Modern processing system using up-to-date technology [CHIPs and beyond].
- Systems accessible 7 days a week operating to industry standards and providing high levels of resilience and performance.
- Strategy for migrating customers from paper channels is developed and working.
- Develop our staff’s skills and competencies to reflect the move from process orientation to service orientation, putting customers first.
- Empower our staff take responsibility for every interaction with customers and consider a ‘whole customer’ view linking registration, compliance and search needs into one service.

This high level strategy is under-pinned by six strategic action plans which outline the changes that will take place to deliver this strategy and the interdependencies. These strategic plans are:

- **Customer proposition and customer relationship strategy** – Market knowledge, the products, services and channels for meeting the needs of our customers and our relationship with them. It will identify the development of our customer proposition over the next 5 years.
- **Business design** – This will show the changes in the core processes, the structure of the organisation required to support it and the steps required to make this happen over the next five years.
- **Business Solutions** - the systems and processes we require to deliver the strategy and the changes we need to make to achieve this.
- **Stakeholders / Strategic Partners** – Who our key partners are and the actions we need to take to build and maintain these relationships. It describes our deregulation work, our work on data sharing and joined up government
- **People** – The vital work we must do over the next five years to re-skill, empower, reward, and develop our staff. It covers the rightsizing of the organisation and the processes for dealing with this effectively. This strategy describes our culture, values and the changes in the way we manage and lead the organisation.
- **Finance** – the strategy for financing Companies House up to 2010. This covers the workload and expenditure forecasts, modelling and scenarios, fees and income streams, efficiency and vfm, as well as capital investment and sources of funding.

These six strategic plans will show a time-line, goals, milestones, measures of success, and dependencies. They will provide a framework that will form the basis of the transformation programme and our business planning.