



Companies House

our strategy for COMPANIES HOUSE

our core purpose

““ Providing company information
that customers value ””

strategic context

Our customers are the people and companies that access the information we hold, the **2.6 million** companies in the UK, their officers and their professional advisors. We want to provide an excellent service to them all.

In an increasingly digital age our services need to be personalised; designed around the needs of the individual and from their perspective. This is the only way to create excellent customer experiences. Our customers use the information on the register to make decisions, run companies or provide professional services to companies. Interacting with Companies House should never be seen as an end in itself but within this context.

The Companies Act 2006 provides a new legal framework for UK companies, and this, coupled with a European corporate framework provides the legal context for us to play our part in ensuring the UK is a great place to establish companies and do business.

The difficult economic conditions facing the UK are likely to continue for the next few years. Making good business decisions requires information and the Register plays a critical role for the UK economy as the heart of the business information market. In fulfilling this important role Companies House must continue to develop its reputation as an accessible and trusted source of information.

As we look to the future we face two primary challenges:

- ▶ Providing our customers with excellent services that meet their changing needs
- ▶ Driving efficiency and providing excellent value for money

our framework

In looking forward we will fulfill our purpose through our strategic framework of our goals, our principles and our values. Our goals show the direction we will take to meet the challenges and opportunities ahead; our principles guide our decisions and our values show how we will behave in getting there; for us the how is as important as the what.

In order to deliver our purpose we have

- ▶ 2 strategic goals
- ▶ 2 supporting goals
- ▶ 3 principles
- ▶ 3 values





Our **goals, principles** and **values** provide the framework for how we operate and give empowerment for our staff. If staff want to do something that moves us towards our goals, is in line with our principles and our values—they should feel able to get on and do it.



strategic goals

▶ Creating excellent customer experiences

Excellent services

We provide services for our customers that are simple and easy to use. We deliver all our transactional services electronically to make it easier for customers to update the register and access information.

Quality services

Our services are reliable and operate in line with customer needs in terms of performance, quality and availability.

Excellent customer support and insight

We put the customer at the heart of everything we do. Our services are shaped by the needs of our customers; everyone is focused on understanding our customers and supporting customers using our services.

▶ Providing trusted information

Up to date information

Companies submit their information on time. We help customers to do this but rigorously enforce if they do not.

Secure delivery and authentication

Information is received electronically from the authorised source and the risk of false information is minimised.

Accurate information

We will ensure that the data our customers rely on is accurate. We will compare supplied information with that already on the register and to trusted sources and request that companies explain or correct differences.

Influencing and implementation of policy and legislation

Using our knowledge of customers and their needs to help shape new developments in UK and European company law.

Our priorities are creating excellent experiences for our customers and providing them with trusted information. To help us achieve these goals we have two supporting goals.

supporting goals

▶ Developing our capability

This describes how we will improve what we do:

Inspiring development

Ensuring we have the right skills, we develop our staff and we have effective career development to help staff realise their potential.

Engaged employees

We develop, through our values, a working environment where staff feel informed, cared for, valued and involved.

Accessible information

We will develop the way we store and use information making customer and corporate information easier to use helping us to drive efficiency and service improvements.

Working with others

We develop partnerships with: suppliers, other parts of government, other registries and business organisations. We share data electronically with other parts of government, supporting the 'file once' agenda.

▶ Developing our capacity

This describes how we will improve how much we do:

Right structure and resources

We develop a target operational model to support our future business processes. We will plan effectively so we have the right people in the right jobs as the needs of the business change.

Good infrastructure

Ensuring we have the physical and systems infrastructure to deliver excellent customer experiences and a trusted register.

Sound finances

We have a clear finance and fees strategy ensuring we meet Treasury targets and have the funds to support our strategy. Value for money is an important element of the way we deliver customer services.

Delivering efficiency

We continually drive improvements in efficiency and productivity and we pass benefits onto customers through service improvements or lower fees.

our values

How we do things is as important as what we do. Our purpose provides the business direction and highlights the priorities; our values guide how we will do it and they are:

▶ **Doing it right**

- I listen to customers and colleagues and exceed their expectations
- I take pride in what I do
- I take responsibility for my actions



▶ **Making a difference**

- I seek to embrace and deliver change
- I look for new and better ways of doing things
- I take every opportunity to develop myself and others



▶ **Working together**

- We respect each other
- We communicate openly and honestly
- We acknowledge and celebrate the success and achievement of others



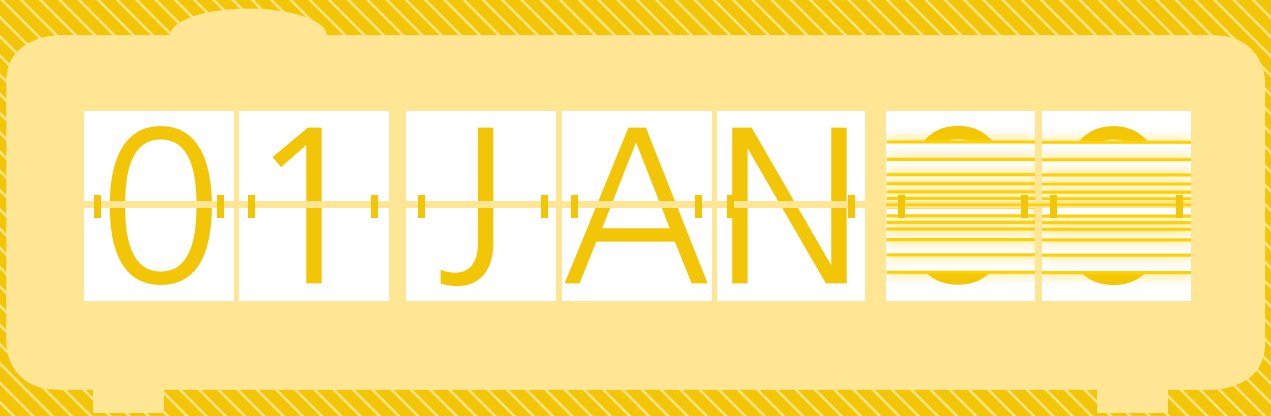
We live our values for our customers and ensuring our values live throughout Companies House is right at the heart of our plans for the future. We can only create the right organisation to deliver our strategic goals by creating the right environment for our staff.

our principles

Our principles guide what we do and help us in deciding the right actions. For every decision we take we must ask:

- ▶ Is it better/simpler for customers?
- ▶ Is it better/simpler for staff?
- ▶ Is it value for money?

our future



► What we'll be like a few years from now:

We know our customers and help them make the best use of the register. Our products are available when and where customers want them and our staff are on hand to ensure everything runs smoothly. Our electronic services are the chosen channel for customers and we have withdrawn the vast majority of our paper based services. Companies and their advisors take responsibility for their information owning, checking and maintaining their record electronically. They can access their details and alert us quickly to changes by updating records directly, and automated validation helps them get it right first time. Our processes are secure and prevent unauthorised changes and we work with other trusted sources to check our data. We make it easy for customers to comply with their legal obligations, 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.

We have simplified our products to provide information to all our customers. Our products and services enable them to access the information we hold more easily and simply and are value for money. We maximise the amount of free information available.

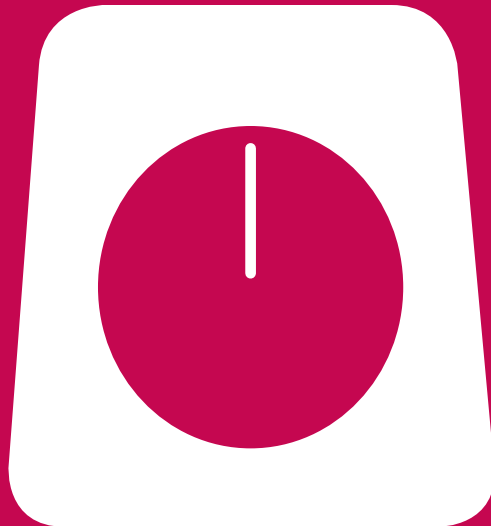
Our role is to register the information required by legislation and make it available to all. We actively promote the use of the public register, as a trusted source of information bringing benefits to the economy.

Companies House is at the heart of the government's agenda to deliver customer focused services; we work in partnership with Businesslink.gov.uk, HMRC and other parts of government driving change based on the needs of different customer groups. As the primary source of company information, we share data with other parts of government so that customers only have to submit information once. 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.

Our focus has changed completely from processing documents to serving customers. We provide services that are better and simpler for customers, operate in ways that are better and simpler for staff and deliver greater value for money for our customers. Our continuing investment in technology delivers reliable systems, which enable us to deliver better and simpler, easy to use services to our customers when they require them.

Creating excellent experiences for our customers comes from dedicated staff. The quality of our service is due to their high skill levels and our staff 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. Our values have created a workplace where everyone is valued and encouraged to reach their potential

measures of **success**



The measure of how well we deliver our services against our strategic and supporting goals will be:

▶ **Creating excellent customer experiences**

- High levels of customer satisfaction
- Low levels of complaints and low levels of complaint reoccurrence
- Reduce the administrative cost to companies of filing
- Service performance

▶ **Providing trusted information**

- Reducing levels of complaints for false and fraudulent activity
- PROOF levels (prior to mandation)
- High compliance levels
- Surveys indicate the register is trusted

▶ **Developing our capability**

- Staff development
- Staff absence levels
- Knowledge sharing
- Innovation and ideas

▶ **Developing our capacity**

- Efficiency
- Reducing cost per company measure
- Staff promotion/recruit from within

www.companieshouse.gov.uk

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For training and quality purposes your call may be monitored

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