

SERVICE BLUEPRINT FOR GA SOUTH MUNICIPAL ASSEMBLY



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WEIJA-ACCRA

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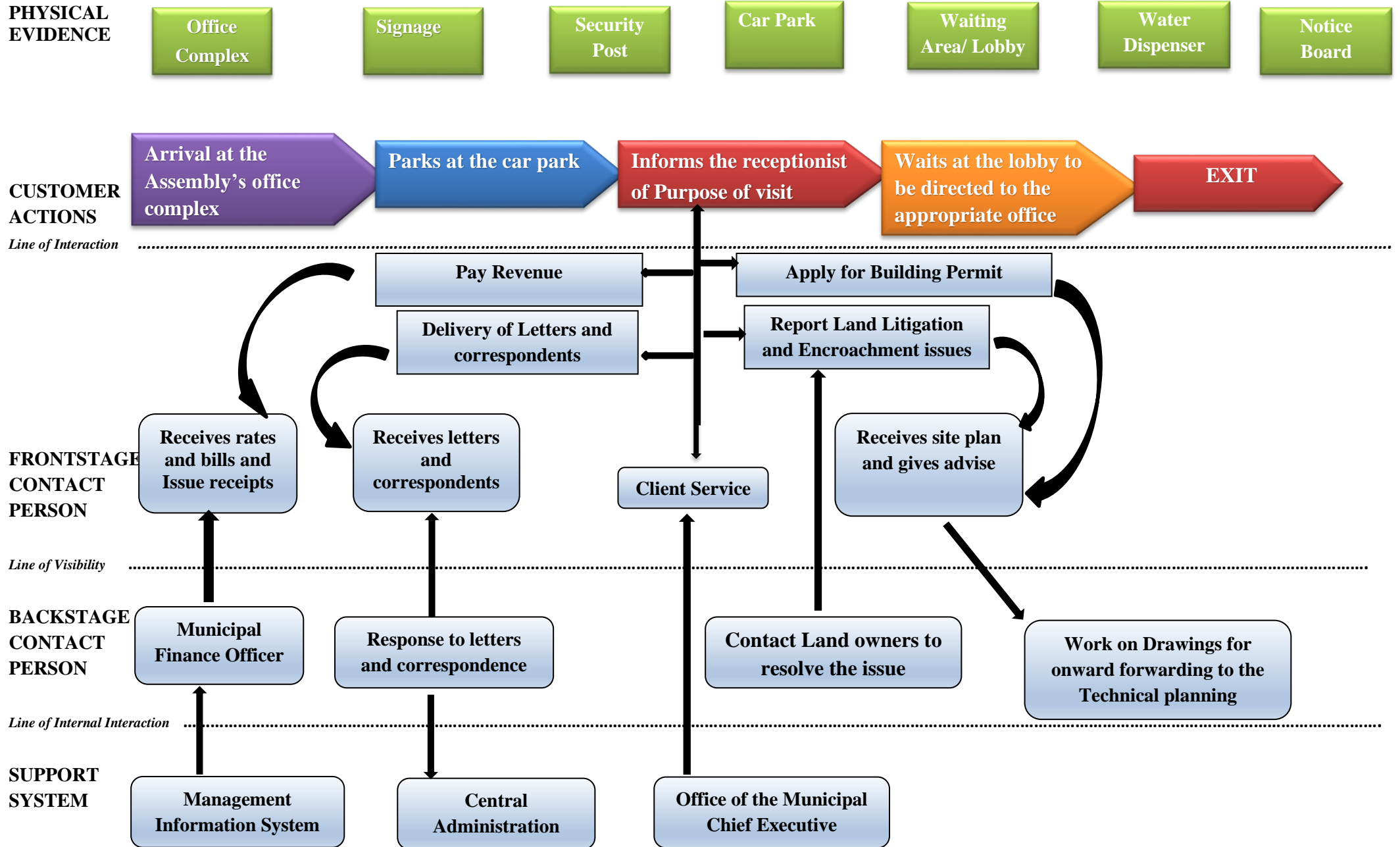
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Profile of the Organization

The Ga South Municipal Assembly is one of the newly created Assemblies in the Greater Accra Region with its capital being Ngleshie Amanfro. The Assembly was established by the Local Government Act, 2016 (Act, 936) with a Legislative Instrument (2316). It was created to further enhance and facilitate grassroots decision making and development through effective development planning and control. It was officially inaugurated to assume administrative responsibilities on **Thursday 15th March, 2018**.

Ga South Municipal Assembly (Ngleshie Amanfro) has since become one of the Two Hundred and Fifty-Four (254) Metropolitan, Municipal and District Assemblies (MMDAs) in Ghana and among the twenty-Six (26) MMDAs in the Greater Accra Region. It was carved from the then old Ga South Municipal Assembly (Weija) in November 2017. The Municipal Assembly currently has 2 Zonal Councils (Domeabra and Obom) which operate below the Assembly structure.

The General Assembly including the Municipal Chief Executive has a membership of Thirty (30) comprising Nineteen (19) Elected Members, Eight (8) Government Appointees, 2 Members of Parliament (Ngleshie Amanfro -Bortianor and Obom-Domeabra Constituencies). The Municipal Chief Executive who was appointed by the President and approved by the General Assembly happens to be the political head of the entire Municipality while the Municipal Coordinating Director is the administrative head.

Vision

A well-managed Municipality and centre of excellence for citizens and business prosperity.

Mission

“The Ga South Municipal Assembly exist to provide an effective and efficient service delivery to ensure quality and dignified life for all citizens and businesses through balanced and excellent delivery of socio-economic policies within the context of good local governance”

Core Values

The Assembly has adapted the following core values as part of it mandate to ensure successful implementation of the Medium-Term Development Plan (2018-2021)

Excellence

Professionalism

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Proactiveness

Respect

Smartness

Innovation and Creativity

Progressiveness

Team Work

Work and Happiness

Functions

The Municipal Assembly performs but not limited to the following functions;

- Exercise political and administrative authority in the district;
- Promote local economic development; and
- Provide guidance, give direction to and supervise other administrative authorities in the district as may be prescribed by law.
- Formulate and execute plans, programmes and strategies for the effective mobilization of the resources necessary for the overall development of the district;
- Promote and support productive activity and social development in the district and remove any obstacles to initiative and development;
- Initiate programmes for the development of basic infrastructure and provide municipal works and services in the district;
- Be responsible for the development, improvement and management of human settlements and the environment in the district;
- Act to preserve and promote the cultural heritage within the district;
- Initiate, sponsor or carry out studies that may be necessary for the discharge of any of the duties conferred by this Act or any other enactment; and
- Guide, encourage and support sub-district local structures, public agencies and local communities to perform their functions in the execution of approved development plans;
- Monitor the execution of projects under approved development plans and assess and evaluate their impact on the development of the district and national economy in accordance with government policy.

PHYSICAL EVIDENCE

Physical Evidence refers to tangible cue customers rely on for evaluation of service before purchase or patronage. This includes the exterior design of a facility, parking lot, landscape

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as well as its surrounding environment. It could also be in a form of business card, stationery, billing statements, Reports, Employee dress, brochures, web pages, etc.

- It is important that physical evidence is appealing to customers. It should also reflect how the business wants to be seen by the customers. In the case of Ga South Municipal Assembly, the physical evidence are the office complex where activities take place, the signage that serves as a direction guide to the customer, the security post at the office where the security guard allows or disallows someone in and out of the premise, the car park, the waiting area where the receptionist attends to the customer, a water dispenser to serve customers as they wait at the lobby and lastly, the notice board situated at the waiting area with the Assembly's mission and vision statements embossed on it.
- Customer Actions refers to what the client base has to do to use a service at a touchpoint. You cannot respond to a customer's needs if he/she does not take action. This blueprint guides the customer to first arrive at the office premise and inform the receptionist of his/her purpose of visit. In line with the operations of the Assembly, visitors come around to either pay their property rates and other bills, report land litigation issues, apply for building permits and also to deliver letters and correspondence to the Municipal Chief Executive and the Municipal Coordinating Director. These intended actions are explained to the receptionist who directs them to wait in the lobby as she links them to the right departments. The final action of the visitor/customer would be to exit the premises after going through the appropriate services.

LINE OF INTERRACTIONS

The line of interaction depicts the direct interactions between the customer and the organization.

ON STAGE/VISIBLE CONTACTS ACTIONS

- This refers to actions that occur directly in view of the customer. They are the actions of frontline contact employees that occur as part of a face-to-face encounter with customers. These actions can be Human to Human or Human to computer actions. Human to human actions are the steps and activities that the contact employee (the person who interacts with the customer performs). Human to Computer actions are carried out when the customer interacts with service technology). At GA south Municipal Assembly, the on-stage actions are directly linked to the customer's actions. A client gets to talk to the receptionist who directs visitors who came to deliver letters and correspondents to the records department where letters are received and stamped for onward forwarding and reply.

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Visitors who visit the Assembly for building permits are also directed to the Municipal Works office when an employee attends to them to receive their site plans and give them the requisite advise.

LINE OF VISIBILITY

The line of visibility separates all service activities that are visible to the customer from those that are not visible.

BACKSTAGE CONTACT PERSON.

- Steps and activities that occur behind the scenes to support on-stage happenings. These actions could be performed by a backstage employee or by a frontstage employee who does something not visible to the customer.

At GA South Municipal Assembly, the back stage contact persons for the bill payment of a customer in the customer action stage records the bill and issues receipt to the onstage contact person who then delivers it to the customer. Moreover, with letters a correspondence, the Assistant directors of the Assembly receive and reply them on behalf of the Municipal chief Executive and the Municipal Coordinating Director. The Municipal Security Coordinator who is in charge of maintaining peace and order in the Municipality also commands the security taskforce to help solve the issue. In the case of building permit applicants, the Municipal Works Engineer who forwards the site plan to the Technical Planning Committee for approval.

LINE OF INTERNAL INTERACTIONS

- **SUPPORT PROCESS**

They are internal steps and interactions that support the employees in delivering services. His element includes anything that must occur for all the above to take place. At Ga South Municipal Assembly, the Ga South the support system are the Management Information system, Central Administration and Office of the Municipal Chief Executive.