

# Scrutiny Report



## Performance Scrutiny Committee – Place and Corporate

### Part 1

Date: 30<sup>th</sup> September 2024

### Subject Customer Contact Improvement Project

Author Scrutiny Adviser

The following people have been invited to attend for this item:

Invitee:	Role
Rhys Cornwall	Strategic Director – Transformation and Corporate
Meirion Rushworth	Head of Finance
Ceri Foot	Service Manager Customer Services
Bridie Edwards	Project Manager

## Section A – Committee Guidance and Recommendations

### 1 Recommendations to the Committee

The Committee is asked to:

1. Review the Council’s implementation plan and comment on its adequacy and robustness
2. Determine whether to receive regular updates from the Service Area to track progress on improvements.

### 2 Context

#### Background

2.1 The Customer Contact Improvement Project at Newport City Council (NCC) was launched in response to an independent review conducted by Basis Ltd, which scrutinised the customer contact journey across the Council, excluding Social Services. This comprehensive review, undertaken from late 2023 to April 2024, evaluated six key customer access points:

- The NCC Website
- Social media
- Elected Members
- Face to Face
- Telephone

- Email contact
- 2.2 Through direct observations and interviews with frontline staff, senior officers, and residents, Basis Ltd identified inconsistencies and opportunities for enhancement in customer service. The findings prompted immediate improvements and laid the groundwork for a series of strategic initiatives aimed at elevating the overall customer experience.
- 2.3 Newport City Council look to implementing these enhancements to ensure a more responsive and effective service for all residents.

### **3 Information Submitted to the Committee**

- 3.1 Appendix 1 – Customer Contact Improvement Project report

### **4. Suggested Areas of Focus**

#### **Role of the Committee**

**The role of the Committee in considering the report is to:**

1. Review the Council's implementation plan and comment on its adequacy and robustness
  2. Determine whether to receive regular updates to track progress on improvements.
- Conclusions:
    - What was the overall conclusion on the information contained within the reports?
    - Is the Committee satisfied that it has had all of the relevant information to base a conclusion on the recruitment and retention matters?
    - Do any areas require a more in-depth review by the Committee?
    - Do the Committee wish to make any Comments / Recommendations?

#### **Suggested Lines of Enquiry**

- 4.1 In evaluating the Customer Experience Review report, the Committee may wish to consider:
  - What potential risks have been identified in the implementation plan, and what strategies are in place to mitigate these risks?
  - How flexible is the implementation plan to accommodate unforeseen challenges or changes in customer needs?
  - What training programs are planned to ensure that staff are equipped to implement the new processes effectively?
  - How will stakeholders, including frontline staff and service users, be involved in the implementation process? What mechanisms are in place to gather their feedback?
  - How will the Council communicate changes to the public and ensure that residents are aware of new processes and expectations?

## Section B – Supporting Information

### 5 Links to Council Policies and Priorities

5.1 The report links with the four Wellbeing-being Objectives and Aims of the Council's Corporate Plan 2022 – 2027;

Well-being Objective	1 – Economy, Education and Skills	2 – Newport's Environment and Infrastructure	3 – Preventative and Equitable Community and Social Care	4 – An Inclusive, Fair and Sustainable Council
<b>Aims:</b>	Newport is a thriving and growing city that offers excellent education and aspires to provide opportunities for all.	A city that seeks to protect and enhance our environment whilst reducing our carbon footprint and preparing for a sustainable and digital future.	Newport is a supportive city where communities and care are at the heart of what we do.	Newport City Council is an inclusive organisation that places social value, fairness and sustainability at its core.

### 6. Background Papers

- [The Essentials - Wellbeing of Future Generation Act \(Wales\)](#)
- [Corporate Plan](#)
- [Socio-economic Duty Guidance](#)
- [Public Sector Equality Duty](#)
- [Welsh Language Measure 2015](#)

Report Completed: 30<sup>th</sup> September 2024