



***CABINET (POLICY AND RESOURCES) SCRUTINY  
SUB COMMITTEE***

***2.00 PM TUESDAY, 7 MARCH 2023***

***MICROSFT TEAMS MEETING/ HYBRID MEETING IN COUNCIL  
CHAMBER***

**All mobile telephones to be switched to silent for the duration of the meeting**

This meeting will be recorded for broadcast via the Council's Internet Site. By participating you are consenting to being filmed and the possible use of those images and sound recordings for training purposes.

**Part 1**

1. Chairs Announcements
2. Declarations of Interests
3. Minutes of the Previous Meeting (*Pages 5 - 8*)
4. Customer Services update (*Pages 9 - 26*)
5. Pre-decision Scrutiny
  - To select appropriate items from the Cabinet (Policy and Resources) Sub agenda for pre-decision scrutiny (cabinet reports enclosed for Scrutiny Members)
6. Forward Work Programme 2022/23 (*Pages 27 - 28*)
7. Urgent Items  
Any urgent items (whether public or exempt) at the discretion of the

Chairman pursuant to Section 100B (4) (b) of the Local Government Act 1972

8. Access to Meetings  
To resolve to exclude the public for the following items pursuant to Regulation 4 (3) and (5) of Statutory Instrument 2001 No.2290 and the relevant exempt paragraphs of Part 4 of Schedule 12A to the Local Government Act 1972

## **Part 2**

9. Pre-Decision Scrutiny of Private Item/s
- To select appropriate items from the Cabinet (Policy and Resources) agenda for pre-decision scrutiny (cabinet reports enclosed for Scrutiny Members)

**K.Jones**  
**Chief Executive**

**Civic Centre**  
**Port Talbot**

**Wednesday, 1 March 2023**

### **Committee Membership:**

**Chairperson:**      **Councillor P.Rogers**

**Vice**  
**Chairperson:**      **Councillor C.James**

**Councillors:**      C.Galsworthy, R.G.Jones, R.Phillips, S.Pursey,  
S.H.Reynolds, A.J.Richards, C.Phillips and  
C.Clement-Williams

### **Notes:**

- (1) *If Committee Members or non-Committee Members wish to have relevant items put on the agenda for future meetings, then please notify the Chief Executive/Chair eight days before the meeting.*

- (2) *If non-Committee Members wish to attend for an item of interest, then prior notification needs to be given (by 12.00 noon on the day before the meeting). Non-Committee Members may speak but not vote, or move or second any motion.*
- (3) *For pre scrutiny arrangements, the Chair will normally recommend forthcoming executive items for discussion/challenge. It is also open to Committee Members to request items to be raised - though Members are asked to be selective here in regard to important issues.*
- (4) *The relevant Cabinet Board Members will also be invited to be present at the meeting for Scrutiny/ Consultation purposes.*
- (5) *Would the Scrutiny Committee Members please bring the Cabinet Board papers with them to the meeting.*

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## Cabinet (Policy and Resources) Scrutiny Sub Committee

(Microsoft Teams Meeting/ Hybrid Meeting in Council Chamber)

**Members Present:**

**24 January 2023**

**Chairperson:** Councillor P.Rogers

**Vice Chairperson:** Councillor C.James

**Councillors:** C.Galsworthy, R.G.Jones, R.Phillips, S.Pursey, A.J.Richards, C.Phillips and C.Clement-Williams

**Officers In Attendance** H.Jones, C.Griffiths, S.Rees, N.Blackmore, H.Lewis, T.Davies and C.John

**Cabinet Invitees:** Councillors S.K.Hunt, J.Hurley and A.Llewelyn

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1. **Chairs Announcements**

The Chair welcomed the Committee.

2. **Declarations of Interests**

There were none.

3. **Minutes of the Previous Meeting**

The minutes of the previous meeting held on the 4<sup>th</sup> October 2022 be approved.

4. **Income Generation and Process to Date**

Members received a presentation from Officers with an update on progress of Income Generation. The presentation included background on the role of the Commercial Co-Ordinator and then an explanation of the progress on projects such as, the Bus Shelter Partnership and Roundabout Sponsorship Scheme as well as savings and efficiencies made. Officers highlighted upcoming events and how they would have the potential to generate income, benefit

communities and businesses as well as how sponsorships have helped cover costs for other events. The presentation also covered other projects and opportunities to generate income.

Members queried how the finances generated by the new bus shelters would be spent. Officers clarified that the income would go back to the service area and be included in the Bush Shelter budget.

Members were interested in finding out if opportunities had been explored to advertise on Fabian Way and along the railway line. Officers informed members that enquiries had been made regarding those that own land along Fabian way and the roadside hoardings. It was noted that there were several companies keen on putting digital screens into that area. Officers advised that they would consider advertising along Fabian way through the Planning process. Officers also explained that some trunk routes are not under local authorities and can come under South Wales Trunk Road agency (SUTRA).

Officers highlighted that they had spoken to counterparts in Swansea about the lamppost banners on Fabian way going into Swansea. Swansea had approval from planning to put flag banners on the central reservation going into Swansea. Officers will be looking into the possibility of something similar on Fabian Way within Neath and Port Talbot's boundaries while considering planning implications.

Concerns were raised around the feasibility of advertising on the roundabouts and felt it could be a potential eye sore.

Discussions took place around Income Generation and the potential for utilising statutory services for generating income. It was noted that income generation of statutory services had not been explored, however, they would consider this in future.

Following discussions around the award ceremonies, officers explained the structure of the awards. It was noted that currently the sponsors purchase tables meaning that the award winners and their families were not required to pay to attend the event. This alleviates any money pressures as events of these kind can be costly.

Members explained that the work done in Margam and the Gnoll have been very lucrative, and support has been given to try get more staff in to enable further pro-active work to try to get the advertising revenue in.

Members commended officers on their work within the projects and their efforts within Income Generation during difficult times surrounding the Budget.

Following scrutiny, it was agreed that the presentation is for noting.

5. **Consultation on 2023-24 Budget Proposals**

Members of Scrutiny received the draft budget proposals for 2023/24 allowing scrutiny to feed into the Consultation process.

The Chair of Scrutiny asked scrutiny members to provide any income generation suggestions or saving opportunities for the Budget.

Members raised a question regarding Page 24 of the supplement budget stating that in the provisional settlement of £7.1 million, they noted that £100,000 had been put aside for updating digital services. Members wanted to know if there were any guarantees that if the provisional assessment changes, that the £100,000 will still be protected.

Officers advised that indications from the Welsh Government were that the final settlement will not be lower than the provisional so therefore that should be protected.

Following scrutiny, the report was noted and any comments raised were to be included within the Budget Consultation.

6. **Forward Work Programme 2022/23**

The Forward Work Programme was noted.

7. **Urgent Items**

There were none.

**CHAIRPERSON**

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Cyngor Castell-nedd Port Talbot  
Neath Port Talbot Council

## **NEATH PORT TALBOT COUNTY BOROUGH COUNCIL**

### **Cabinet (Policy and Resources) Scrutiny Sub Committee**

**7th March 2023**

#### **Report of the Head of People and Organisational Development**

**Sheenagh Rees**

#### **Matter for Information**

#### **Wards Affected:**

All Wards

#### **Report Title**

Customer Services update

#### **Purpose of the Report:**

To provide Members with an update in relation to Customer Services following the transfer of the service from Digital Services to People and Organisational Development within the Chief Executives Directorate on 2<sup>nd</sup> January 2023.

#### **Executive Summary:**

Members will receive a presentation (attached as Appendix 1) outlining early learnings and initial proposals for the service going

forward, together with information on the background and context around the service, how the service team is resourced, and demand and performance data.

**Financial Impacts:**

No implications

**Integrated Impact Assessment:**

There is no requirement to undertake an Integrated Impact Assessment as this report is for monitoring / information purposes

**Valleys Communities Impacts:**

No implications

**Workforce Impacts:**

No implications

**Legal Impacts:**

No implications

**Consultation:**

There is no requirement for external consultation on this item

**Recommendations:**

Committee to note the update contained in the report.

**Appendix:**

Appendix 1 - Presentation – Customer Services update

**Officer Contact:**

Sheenagh Rees, Head of People and Organisational Development  
[s.rees5@npt.gov.uk](mailto:s.rees5@npt.gov.uk), 01639 763315.

Caryn Furlow-Harris, Strategic Manager – Policy and Executive Support, [c.furlow@npt.gov.uk](mailto:c.furlow@npt.gov.uk), 01639 763242

Sylvia Griffiths, Strategic Communications and Marketing Adviser, [s.griffiths@npt.gov.uk](mailto:s.griffiths@npt.gov.uk), 01639 686585

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Cyngor Castell-nedd Port Talbot  
Neath Port Talbot Council

# Appendix 1: Customer Services update

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# Background and context

- Local government reorganisation - three main civic sites
- 2005 - 'One Stop Shops' set up
- 2008 - corporate contact centre created
- Following Covid19 - a reception service was introduced
- 2<sup>nd</sup> January 2023 Customer Services function moved from Digital Services to People and Organisational Development

# ...where does the service fit in?

Head of People &  
Organisational  
Development

Strategic  
Manager, Policy  
& Exec Support

Principal HR  
Manager

Learning,  
Training &  
Development  
Manager

Occupational  
Health &  
Safety & Well-  
being Manager

Emergency  
Planning  
Manager

Strategic  
Marketing &  
Communications  
Advisor

Policy,  
Performance &  
Engagement  
Manager

Senior  
Executive  
Officer

Public  
Services  
Board Co-  
ordination

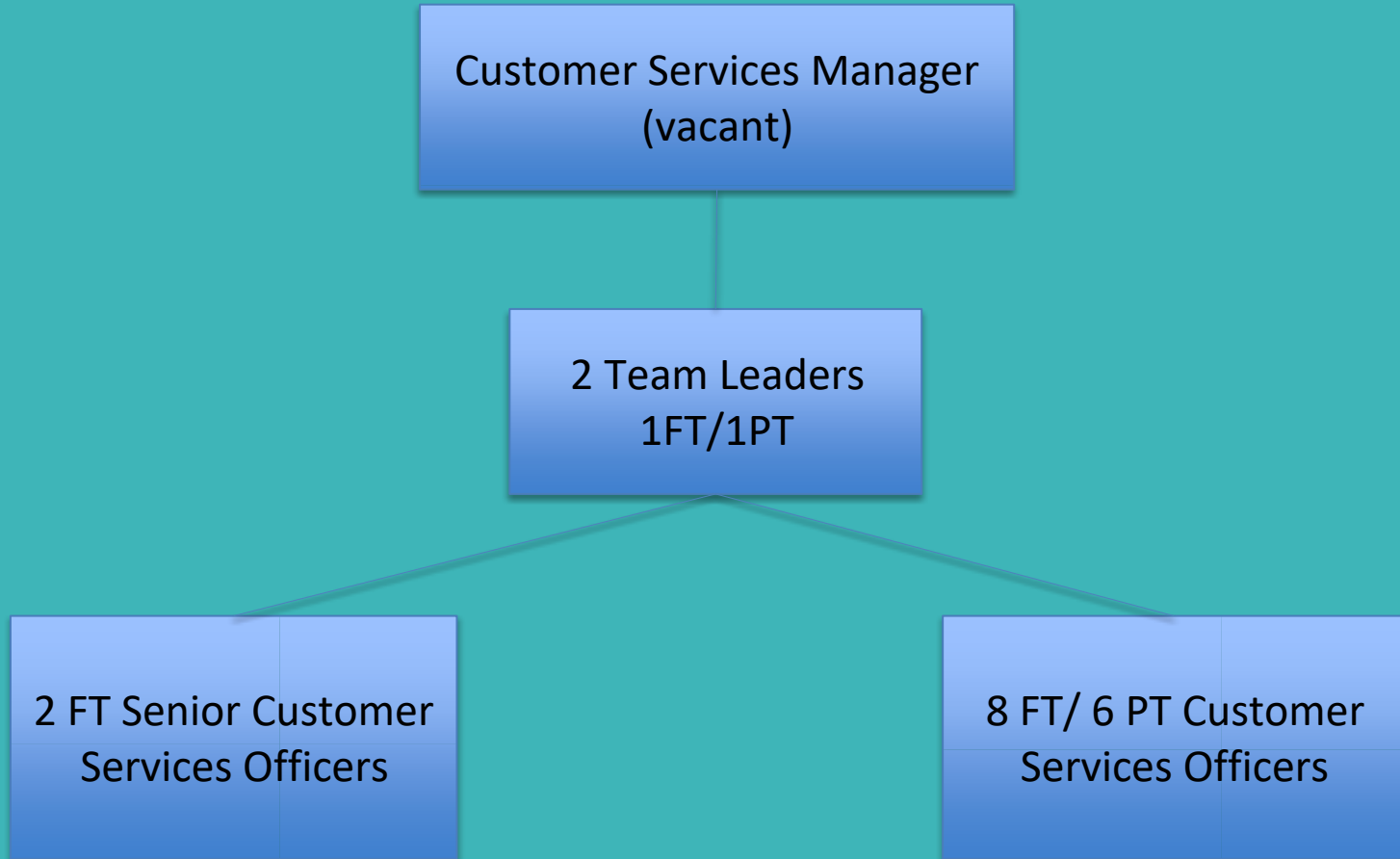
Customer Services  
Team

Communications &  
Marketing Team

Mayor's Office

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# The team





# Performance

- **KPI** - Average time (seconds) taken to answer calls in English and Welsh – target is 40 seconds.

# Demand – January 2023

phone calls English and Welsh	emails	face to face/ reception	Blue Badges issued	bus passes	IDPP (Indiv. disabled parking spaces)
9777	2496	968	520	157	4

## Customer Services - Average time (seconds) to answer calls in English

Monthly non-cumulative

Full year average times:

2019/20 : 52 seconds

2020/21 : 43 seconds

2021/22: 44 seconds



# Customer Services - Average time (seconds) to answer calls in Welsh

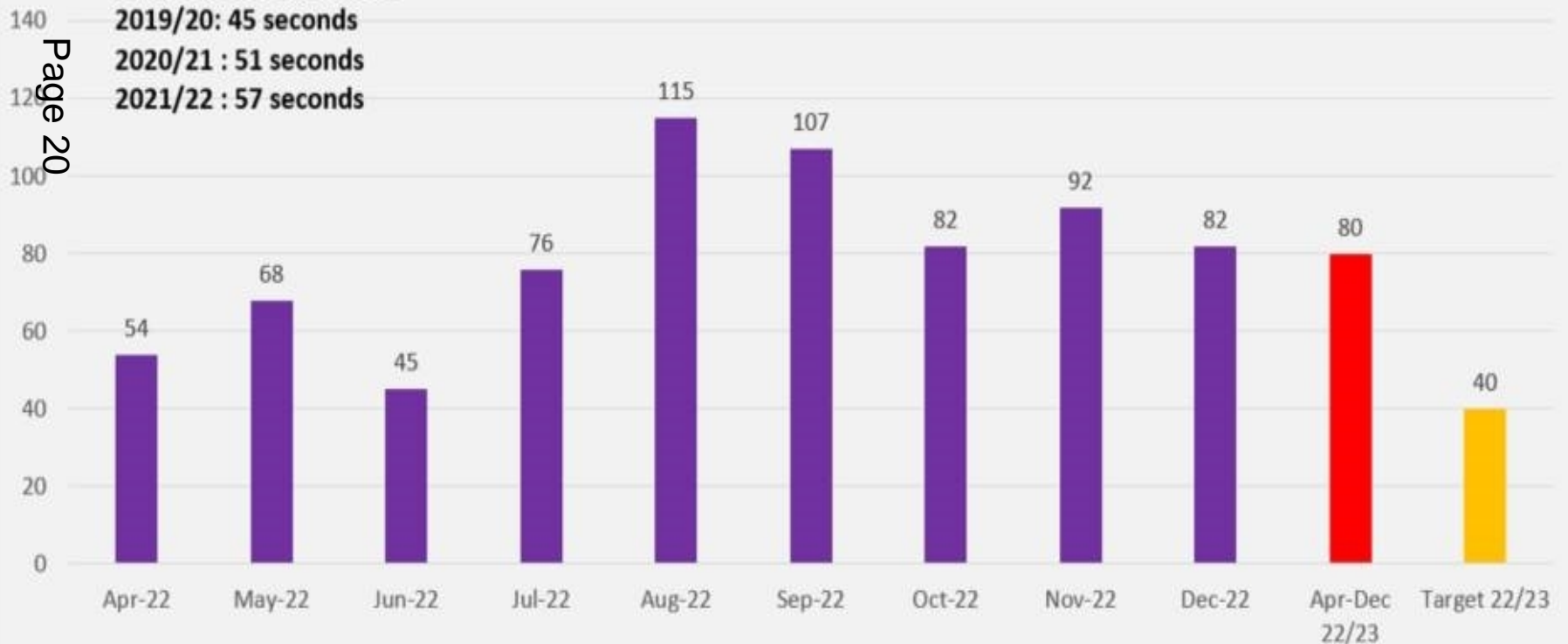
Monthly non-cumulative

Full year average times:

2019/20: 45 seconds

2020/21 : 51 seconds

2021/22 : 57 seconds



# Looking ahead....

## Objectives:

- to move customer services from a reactive to a proactive function, and
- to improve customer experience across the council

# We need to better understand ....

- What does the service do well?
- Technology – is it fit for purpose?
- What creates high demand?
- What does good look like? Who defines that?
- Are we measuring the right things?

# What will a review look like?

Customer experience encompasses both customer service **and** service delivery

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- Who needs to be involved?
- What is in scope?
- Where are the customer touch points?

# Next steps and actions

- Customer Services team workshops
- Internal focus groups
- Customer survey



Questions?

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**Cabinet (Policy and Resources) Scrutiny Sub Committee**  
**(All starting 2pm unless otherwise stated)**

Meeting Date	Agenda Item	Contact Officer
<b>2022</b>		
4 <sup>th</sup> October	Please see Cabinet FWP for items	
5 <sup>th</sup> November	Please see Cabinet FWP for items	
<b>2023</b>		
24 <sup>th</sup> January	Income Generation – progress to date.	
	Budget scrutiny	Huw Jones
7 <sup>th</sup> March	Customer Services – updated on the service	Sylvia Griffiths
18 <sup>th</sup> April	Procurement Strategy	Craig Griffiths
	Food & fuel crisis update- Cost of living/anti-poverty policy	Caryn Furlow

