

# **NEATH PORT TALBOT COUNTY BOROUGH COUNCIL**

## **Policy and Resources Scrutiny Committee**

**11 January 2017**

### **Report of the Head of Corporate Strategy and Democratic Services – Mrs K. Jones**

#### **Matter for Monitoring**

**Wards Affected: ALL**

#### **Communications & Digital Services Report Card – Quarter 2 2016-17**

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

1. To provide Members of the Scrutiny Committee with information to assist them to scrutinise the performance of the Communications and Digital Services Team which sits within the portfolio of the Head of Corporate Strategy and Democratic Services.

#### **Executive Summary**

2. The Communications and Digital Services Team made good progress in 2015-16 and continued to do so in the priority areas during the 2nd Quarter of 2016-17.

#### **Background**

3. Following a self-evaluation of the Council's approach to performance management, the Council's corporate performance management framework was revised in 2014 to ensure there is a "golden thread" of accountability running through our organisation linking strategic activities to operational activities. The revised framework was approved by Policy and Resources Cabinet Board on 27 March 2014. During the summer of

2015, the Wales Audit Office (WAO) undertook a follow up review to the proposals for improvement from their Corporate Assessment undertaken in 2014. The WAO review sought to answer the question; “Has the Council made progress in implementing its new performance management arrangements”? The WAO made a number of proposals for improvement relating to the Council’s business planning and service report card arrangements. In relation to service report cards the WAO proposed the need to: “Further refine the report cards, including strengthening the narrative evaluation and the link between priorities and actions”.

4. To inform the improvement work required to address the above proposal and to evaluate the quality of service report cards and the use of report cards within the scrutiny process, the Corporate Strategy Team undertook an evaluation of service report cards that were reported to Scrutiny Committees during 2015/2016.

5. Following the internal evaluation of service report cards, Corporate Service report card guidance for 2016-17 was issued to all service areas during May 2016.

6. This Communication and Digital Services report card has been completed in line with the guidance.

### **Financial Impact**

7. The performance described in the attached service report card is being delivered against a challenging financial backdrop.

8. The inclusion of financial information on the service report card will support the identification of any impacts on service delivery / performance as a result of reductions in financial resources or risk of non-achievement of identified savings.

### **Equality Impact Assessment**

9. This report is not subject to an Equality Impact Assessment.

### **Workforce Impacts**

10. The downsizing of the service to meet the requirements of the FFP has, at times, had an impact on the work of the team in terms of

ensuring 'business as usual'. The Communications team, especially, have worked hard prioritising demands to ensure that the reputation of the Council is withheld and promoted where appropriate.

11. To support the introduction of the Welsh Language Standards, a Modern Apprentice has been employed who is able to provide a Welsh language provision to the Communication Team.

### **Legal Impacts**

12. To support the discharge of the duty placed on the Council, as contained within the Local Government (Wales) Measure 2009, to 'make arrangements to secure continuous improvement in the exercise of its functions'.

### **Risk Management**

13. Failure to produce a Service Report Card can lead to noncompliance with the Performance Management Framework. Also failure to have robust performance monitoring arrangements could result in poor performance going undetected.

### **Consultation**

14. No requirement to consult.

### **Recommendation**

15. For Members to note the performance of the Customer Services Team as contained within the attached service report card.

### **Reasons for Proposed Decision**

16. Matter for monitoring. No decision required.

### **Implementation of Decision**

17. Matter for monitoring. No decision required.

### **Appendices**

18. Appendix 1 – Communications and Digital Services Report Card – Quarter 2 2016-17

## **List of Background Papers**

19. The Neath Port Talbot Corporate Improvement Plan - 2016/2019  
“Rising to the Challenge”;

20. An evaluation of the quality of service report cards and the use of service report cards within the scrutiny process – Policy & Resources Scrutiny Committee, 19<sup>th</sup> May 2016.

21. Corporate Strategy and Democratic Services Business Plan 2016-17

### **Officer Contact**

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