

# Report to Budget & Corporate Scrutiny Management Board

12 January 2023

<b>Subject:</b>	Scrutiny Review – Customer Journey
<b>Director:</b>	Director – Business Strategy & Change
<b>Contact Officer:</b>	Democratic Services Manager Suky Suthi-Nagra <a href="mailto:Suky_suthinagra@sandwell.gov.uk">Suky_suthinagra@sandwell.gov.uk</a>

## 1 Recommendations

- 1.1 Consider and agree the draft Scoping Document for the Scrutiny Review of the Customer Journey (Appendix A).
- 1.2 Determine if the Budget & Corporate Scrutiny Management Board wishes to establish a working group to take forward the Scrutiny Review of the Customer Journey, and if so, to determine its membership.







## 2 Reasons for Recommendations

- 2.1 The Budget and Corporate Scrutiny Management Board has agreed in July 2022 to conduct a scrutiny review on the Customer Journey. The scoping document (Appendix A) sets out the rationale and suggested way forward. It should be noted that this document is draft and the Scrutiny Board can amend or include additional items as it determines necessary in order to carry out an effective review.
- 2.2 The scoping document sets out the proposed project plan which includes a range of methods to gather evidence and the Scrutiny Board is invited



to consider any other methods or sources it wishes to utilise in carrying out the review.

**3** How residents engage with the Council and their satisfaction with how we respond is fundamental to delivery of all corporate plan objectives.

	Best start in life for children and young people
	People live well and age well
	Strong resilient communities
	Quality homes in thriving neighbourhoods
	A strong and inclusive economy
	A connected and accessible Sandwell

**4. Context and Key Issues**

4.1 As part of the Council’s Improvement Plan, the Council is seeking to embed values and behaviours as a foundation of the council’s workforce strategy and aligned with and to our work on Customer Journey and equalities, diversity and inclusion. The work of the review will therefore complement work ongoing to address the recommendations set out in the Improvement Plan.

**5 Consultation**

5.1 There is no content within this report that requires any further consultation at this stage.



## 6 Alternative Options

- 6.1 If the Scrutiny Board does not choose to conduct the review the opportunity to identify recommendations would be lost, along with any potential service improvements that those recommendations may have achieved.

## 7 Implications

<b>Resources:</b>	There are no specific financial implications arising from this report.
<b>Legal and Governance:</b>	The council is required to develop and implement an improvement plan that includes “ <i>actions to deliver rapid and sustainable improvements in governance, leadership and culture in the Authority.</i> ” Failure to comply with these Directions may lead to further intervention measures for the council.
<b>Risk:</b>	Organisational Culture and the Customer Journey is included within the Improvement Plan Risk Register, recognising the importance of organisation culture to successfully implement the necessary changes and embed the improvement.
<b>Equality:</b>	The Customer Journey will look to address any gaps in equality, diversity and inclusion and will ensure that all strategies are aligned.
<b>Health and Wellbeing:</b>	Employee and resident engagement and a positive organisational culture brings benefits to organisations, including greater customer/client satisfaction, increased employee happiness and wellbeing, and increased productivity and creativity.
<b>Social Value:</b>	The new values and behaviour will underpin work of the council, defining expectations for ways of working,



	and in turn directly influencing our delivery of social value.
<b>Climate Change:</b>	Current and previous engagement with residents has been done remotely or via the telephone where this approach will achieve the desired outcome. This reduces staff travel to offices or other venues. However, some engagement with residents is conducted face to face and from Council buildings which will mean increased staff journeys which will generate carbon emissions.

## 8. Appendices

### 8.1 Appendix A – Draft Scoping Document for the Scrutiny Review of the Customer Journey.

