

CYNGOR GWYNEDD CABINET



Report to the Cabinet

Meeting Date: 8th July 2025
Cabinet Member: Councillor Llio Elenid Owen
Contact Officer: Catrin Love, Pennaeth Cynorthwyol Gwasanaethau Corfforaethol
Contact Number:
Item Title: Customer Care Plan

1 DECISION SOUGHT

Approval of the Customer Service Plan.

2 REASON WHY DECISION IS NEEDED

Customer Care is one of the 9 priority work streams of Ffordd Gwynedd. The plan sets clear standards on how we as a Council will realise the vision of providing excellent customer service to the residents and customers of Gwynedd.

The consultation process has clearly confirmed that Managers are currently unclear about the expected response standards.

3 INTRODUCTION

Adopting a new Customer Care Plan has been identified as a priority for the coming year, as it has been recognised by several Departments in the Ffordd Gwynedd self-assessment as needing attention. It aligns with the Well-being of Future Generations Act and supports strategic plans such as the Gwynedd and Môn Well-being Plan, the Digital Plan, and the Complaints Policy.

Putting the people of Gwynedd at the center of everything we do is fundamental to our way of working in the Ffordd Gwynedd culture. To ensure we do this, it is important that we engage with our residents to clearly understand their needs and demands, form a charter and clear standards based on that, and ensure that staff understand the standards. All of this will meet the requirements of the Well-being of Future Generations Act by implementing the five ways of working.

The equality impact assessment has identified that the objectives of the Customer Care Plan provide a better service to residents, and that there is an

opportunity to remove any barriers faced by people due to socio-economic disadvantage.

The annual engagement with residents will measure the extent to which the Council is achieving this."

4 REASON AND JUSTIFICATION BEHIND THE DECISION

The main considerations are the proposed Charter and the Standards within the new plan, which relate to response times whether on the phone, in writing, or when responding to a complaint. We will use feedback to continuously improve services and ensure that the needs of residents are understood and met. The purpose of the Customer Care Plan is to ensure consistency and improvement across Departments in our contact with customers and residents. By doing this, the Equality Impact Assessment will be positive.

6 NEXT STEPS & TIMETABLE

Once the plan is approved, we will engage with residents, establish new customer care training so that staff are proficient in the latest customer care practices, and ensure they are clear on our internal standards. Dashboards will need to be created to monitor the Council's performance as we handle calls.

7 ANY CONSULTATIONS UNDERTAKEN PRIOR TO MAKING THE DECISION

Here are the comments from the Head of Finance:

"I welcome the Customer Care Plan. I have no concerns regarding the decision sought from the perspective of financial propriety."

Here are the comments from the Monitoring Officer:

"I welcome this report and have no observations to add in relation to propriety"