

**Committee:** AUDIT AND REVIEW

**Date:** 14 NOVEMBER 2023

**Report:** CUSTOMER SERVICE EXCELLENCE AWARD

### **Purpose of the report**

1. To update Members on the recent Customer Service Excellence (CSE) assessment.

### **Recommendation**

2. That the report, and the Authority's ongoing retention of the CSE Award, be noted.

### **Strategic Planning Framework**

3. The information and recommendation contained in this report are consistent with the Authority's statutory purposes and its approved strategic planning framework:

#### ***Corporate Plan Objectives***

*31. Provide high quality, efficient and effective services and communications to the public and other stakeholders, and so maintain the Customer Service Excellence standard every year.*

### **Background**

4. The Customer Service Excellence standard provides recognition for organisations that are successfully assessed against the criteria. The five criteria of CSE are:

- i. Customer Insight
- ii. The Culture of the Organisation
- iii. Information and Access
- iv. Delivery
- v. Timeliness and Quality of Service

5. Within the 5 criteria are 57 separate elements that are assessed on a 3-yearly rolling programme, with 19 elements assessed each year.

6. Since 2010 the Authority has undergone an annual assessment against the standard. The assessment involves several pieces of evidence being uploaded to the CSE portal prior to the assessment. During the visit the assessment involves an examination of this evidence and a range of meetings with staff, managers, visitors, partners and other service users.

## **Assessment Report**

7. Attached is an extract of the **2023 Assessment Report** confirming the successful outcome with a summary of the five criteria. The full 86 page report can be viewed [here](#).

8. For the 2023 assessment, 21 elements were reviewed (the rolling 19, plus 2 previously assessed as being only partially compliant). The Authority was assessed as being fully compliant on 19 elements. Further, the assessor gave the highest rating of 'Compliance Plus' (i.e. outstanding) to the other 2 assessed elements ('Hard to reach & disadvantaged focus' and 'Working with the wider community'). In total, Authority now has 8 elements assessed as 'Compliance Plus', which is referred to within the report as 'impressive'.

10. The assessor considered the evidence submitted for the previously assessed partial compliance elements (5.3.1 and 5.3.2) and confirmed both these elements have been raised to full compliance, which is also a great result.

11. Certificates confirming the achievement of retaining the award are displayed at both Yoredale and Colvend and at the Visitor Centres.

## **Conclusion**

12. The overall result of the assessment was positive and the assessor was keen to pass on her very high praise, during the feedback session, to the staff she'd met during her visit, which is verified in her final report.

**Vikki Thomas**  
**Head of HR**

24 October 2023