

## **CABINET MEMBERS REPORT TO COUNCIL**

**18 February 2025**

**COUNCILLOR L WITHINGTON - CABINET MEMBER FOR  
COMMUNITY OUTREACH**

For the period December 2025 to February 2026

### **1 Progress on Portfolio Matters.**

Over December and January, Customer Services has continued to deliver steady and reliable support across core areas while preparing for the busier months ahead.

A key achievement this period was the successful launch of the improved parking permit process, in partnership with Property Services, which went live on 26 January. Both short stay and long stay permits are now printed on security foil paper, with short stay permits issued separately from the parking clock, allowing customers to retain their existing clock and reducing production costs.

Customers can now buy or renew permits, report lost or damaged permits, amend vehicle registrations, cancel permits, and request refunds online, while still being able to access these services in person at the Council offices in Cromer and Fakenham. Current permits remain valid, and new foil-printed permits are being issued gradually as existing permits expire or are renewed. All new customers receive the updated permits.

The new system has already proven a huge success, with over 400 permits purchased and processed in its first three weeks of operation. 86% of customers accessed the service online, with the remaining 14% served in person at Council offices. The arrangements improve accuracy, reduce administrative costs, increase self-service options, and deliver a more efficient and sustainable parking permit service, while providing faster turnaround times, fewer errors, clearer communication, and enhanced security.

These improvements also provide clear benefits for the Council and staff, including faster permit processing, lower costs, reduced errors, and more efficient use of staff time, while residents gain greater online self-service options. Overall, the changes enhance service for residents and make Council operations more efficient, sustainable, and resilient.

## **CS Performance Overview**

- Total customer contacts/transactions: 18,833
  - Digital contacts (Online forms/email): 9,028 (47.9%)
  - Traditional contacts (Tel/Face to Face/Post): 9,805 (52.1%)
- Customer satisfaction survey response rate: 14.96%
  - Satisfied with ability to contact the Council: 89.87%
  - Satisfied with helpfulness of CSA: 95.15%
  - Satisfied with advice given: 91.56%
  - Satisfied with overall experience: 89.66%
- Average telephony wait time: 4 minutes 40 seconds (1 minute faster than the same period last year, 18% reduction)

## **2 Forthcoming Activities and Developments.**

Customer Services continues to progress the C3 Contact Centre rollout, working closely with the Corporate Programme and Project Team, ensuring strong corporate oversight and alignment with council wide priorities.

The next phase of work is focused on preparing for the wider rollout once the February release is available, with planning underway to ensure a smooth and efficient implementation.

The Corporate Programme and Project Team is supporting the project by documenting the quantified benefits of C3 for NNDC overall, as well as for individual service areas.

This evidence will be used to secure senior leadership sponsorship, with the aim of presenting to CLT before communicating plans more broadly to ADs, Management Team, and departmental change champions.

Expected benefits of C3 workflow include:

- Efficiency gains through streamlined workflows.
- Improved customer service, enabling faster, more accurate responses to enquiries.
- Enhanced reporting and analytics, providing insight into demand patterns across services.
- Consistency across departments, ensuring a standardised approach to contact handling.
- Support for digital transformation, increasing self-service options for residents and reducing reliance on in-person contact.