

Level

Customer

Tier

District

Scope

All

RYEDALE
DISTRICT
COUNCIL



Organisation Redesign

Characteristic(s) / CSF(s):

Role of the Authority

Managing expenditure

Getting the best from staff



Problem and Approach

- Ryedale District Council is one of the largest geographic districts in Yorkshire and one of the most sparsely populated in the country. It therefore had its own specific challenges but had always met these head on. It looked to totally remodel the authority based upon the needs of the customer.
- Instead of building on existing activity, the approach re-thought how it delivered everything as a single organisation, rather than a collection of service units. Analysis of customer contact showed that Ryedale had a strong record of dealing with residents' enquiries. However, 'behind the scenes' to deal with these enquiries meant lots of hand offs, inefficient processes, duplication and wasted effort. A new model to own customer issues and deal with them in an effective and modern way was needed.

Outcomes

- A new organisation was created that focused on the needs of the customer in a much more holistic way and drove £1.4M per annum in savings.
- A new behaviours based approach to managing staff was developed. Staff were selected for the new organisational model based upon behavioural assessments.
- The cost of the approach to designing and delivering the new model was 10% of cost in the market, delivered twice as quickly. All costs were recovered in the first year.

<https://www.ryedale.gov.uk>



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