

## Case Study

**Organisation:** Rhondda Cynon Taf County Borough Council

**Location:** Rhondda Cynon Taf

**Number of employees:** 11,000

## Summary

Rhondda Cynon Taf County Borough Council is the second largest Local Authority in Wales and serves a population of 234,300. A total of 75 councillors are elected to represent the people of Rhondda Cynon Taf and the Cabinet is made up of the Leader, Deputy Leader, 5 Cabinet Members and 2 Deputy Cabinet Members. All have specific responsibilities over an area of the Council's activities such as education, transport or social services.

Like many other public sector organisations, employee experience (EX) has become a key consideration for Rhondda Cynon Taf County Borough Council in order to tackle the skills shortage challenge and ultimately ensure employees remain engaged.

## The Challenge

Following a staff consultation, the Council was asked to look into staff benefits and review their overall engagement package in light of the new 'All Wales' employee benefits framework, which provides a wide range of options for all public sector organisations.

With a diverse workforce, the Council was looking to implement a benefits scheme which has broad staff appeal. In addition to this, it needed to be easy to implement and well-supported, as it would be the Council's first time launching such a scheme.

## The Solution

The Council implemented our Technology Scheme as part of a range of benefits, which met the 'All Wales' employee benefits framework.



*“Everyone was very patient and helpful as it was our first time launching but everything was simple and straightforward. We were fully supported with roadshows and other communications and if we had any questions there was always someone to help. The documentation was easy to understand and use. We received fantastic support for any queries or changes – we had great guidance throughout the process.”*

Rhianydd Davies, Team Advisor Occupational Health & Wellbeing – Rhondda Cynon Taf County Borough Council

2016  
Year benefit implemented

1,497  
Technology orders placed to date

8  
Scheme order windows ran to date

Designed to assist with EX, our technology scheme provides Rhondda Cynon Taf County Borough Council employees with access to the latest consumer technology by spreading the cost through their salary using a salary sacrifice arrangement.

With a wide range of items available including laptops, tablets, smartphones, TVs, games consoles, fitness trackers and smart home devices, there are technology options suitable for all sections of the council's workforce.

In order to implement the benefits scheme, we arranged roadshows to demonstrate the scheme and answer any questions. Liaising with the Council throughout the entire process, we ensured the scheme was marketed and communicated effectively through the use of intranet announcements, emails and a dedicated staff website. As well as providing printed flyers and posters – all at no cost to the organisation.

We also took care of all essential admin, to minimise the workload on the Council's HR department.

The success of our first scheme with Rhondda Cynon Taf County Borough Council received very good feedback from employees. This led to the Council running a second scheme, which comprised a core element of their new reward strategy, known as 'Giving Back'.

The scheme now runs biannually and consistently sees a positive take-up from employees.

Years	No. of Schemes	Staff Orders	Salary Reductions
2016-2020	8	1,497	£1,191,455.08