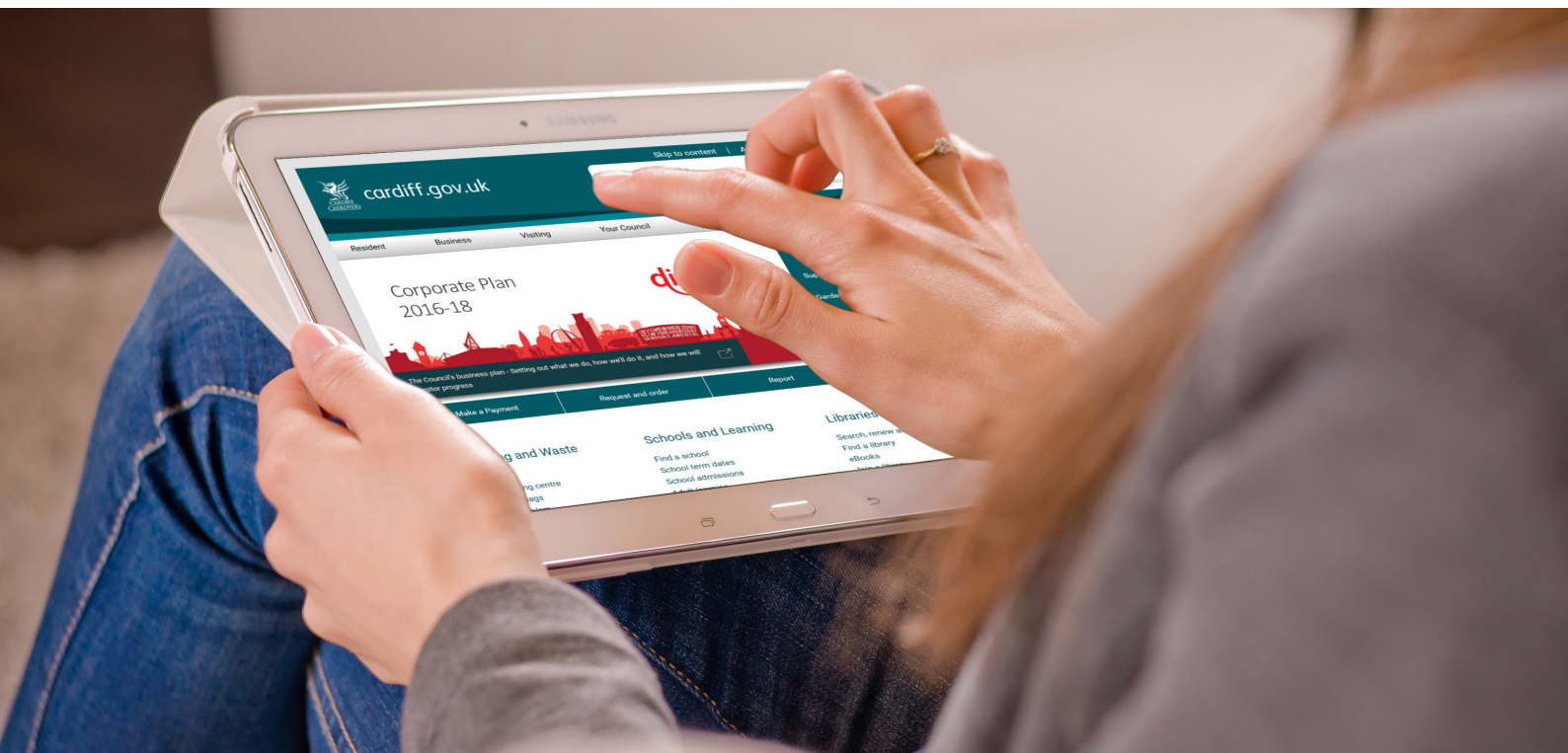


Core Data October 2016



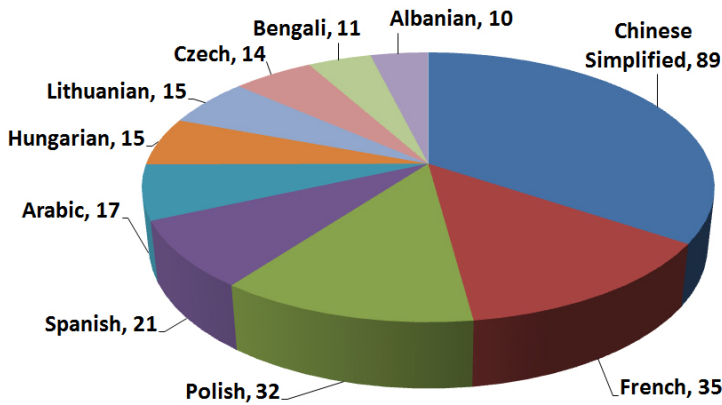
Cardiff.gov.uk

During the month of October



visited the site, viewing a total of **672,633** pages.

Popular visitor language choices



In total the website was translated 364 times by users into their preferred languages.

What did our customers do on the site?

The average visitor looked at **2.56 pages** and stayed for 2 minutes 7 seconds.



£1,306,478 taken in **12,841** online payments.

The Information for Residents was the most viewed page on the site, with **9.20%** of all page views.



Customers performed **9,274** search queries with “planning applications” being the top search.

54.25% of visits came from a mobile/tablet device. +8.89% over October 2015.



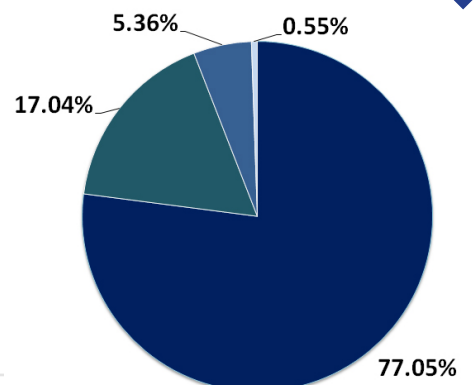
227 tweets were responded to and actioned by the Web Team.

Social media

Where did they come from?



Organic Search: e.g. via search engines
Direct: by typing in web address
Referral: via a link on another website
Social: via links on Twitter/Facebook



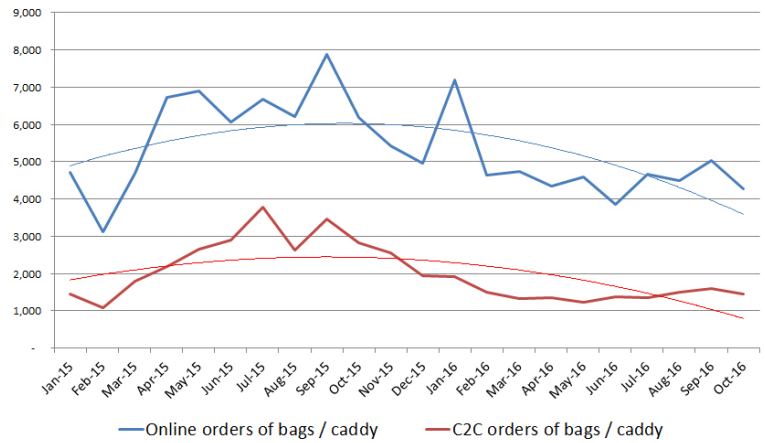
■ Organic Search ■ Direct ■ Referral ■ Social

Recycling and Waste - Order bags / caddy

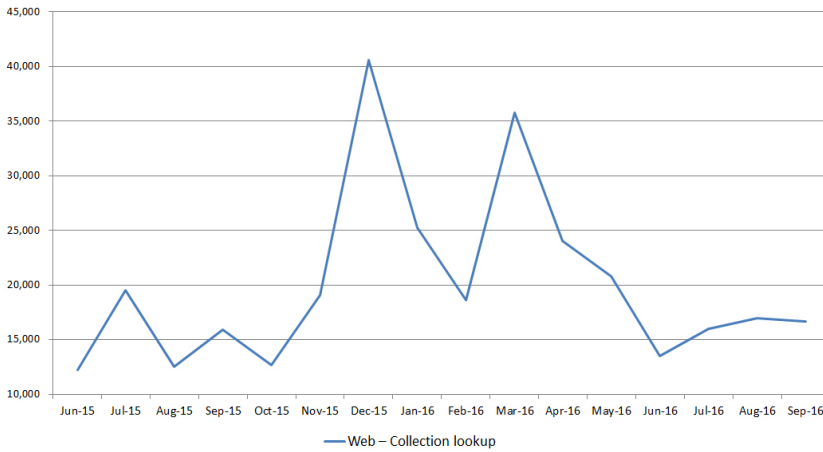
74.8%
(4,276)
Online requests

25.2%
(1,440)
via C2C

Both online and C2C requests increased in the lead up to the bin exchange in July 2015. The trend in monthly requests has continued to decline since this period except for an increase of online requests over the New Year period.



Recycling and Waste – Collection lookup



16,487 residents checked their next collection date via the website. This figure is down by **139** over September.

Total signups to reminder services to date : (end of September)

4,936
Binfo

2,502
Email

6,235
Text

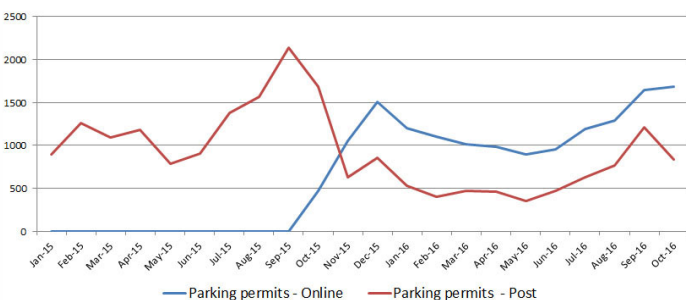
We have started to record these figures to track monthly changes.

Parking permits

66.9%
(1,688)
Online applications

33.1%
(834)
Postal applications

Since going live in October 2015, the online permit system has accounted for **15,024** online applications, an average of **61%**.



Penalty charge notices

Parking

66% (615) appeals were made online and **34%**(318) via post.

73.6% of appeals have been made online this year.

Moving Traffic

48% (418) appeals were made online and **52%** (456) via post.

42.9% of appeals have been made online this year.



Customer focus: We will use this information to promote the online appeal service and arrange for social media content to be issued aiming to increase the percentage of online MTC appeals.

45.75%
Desktop

41.12%
Mobile

13.14%
Tablet



Comparing Q2 2016 (Jul-Sep) against Q2 2014 following the redesign of www.cardiff.gov.uk

52.7%
Desktop

32.4%
Mobile

14.7%
Tablet

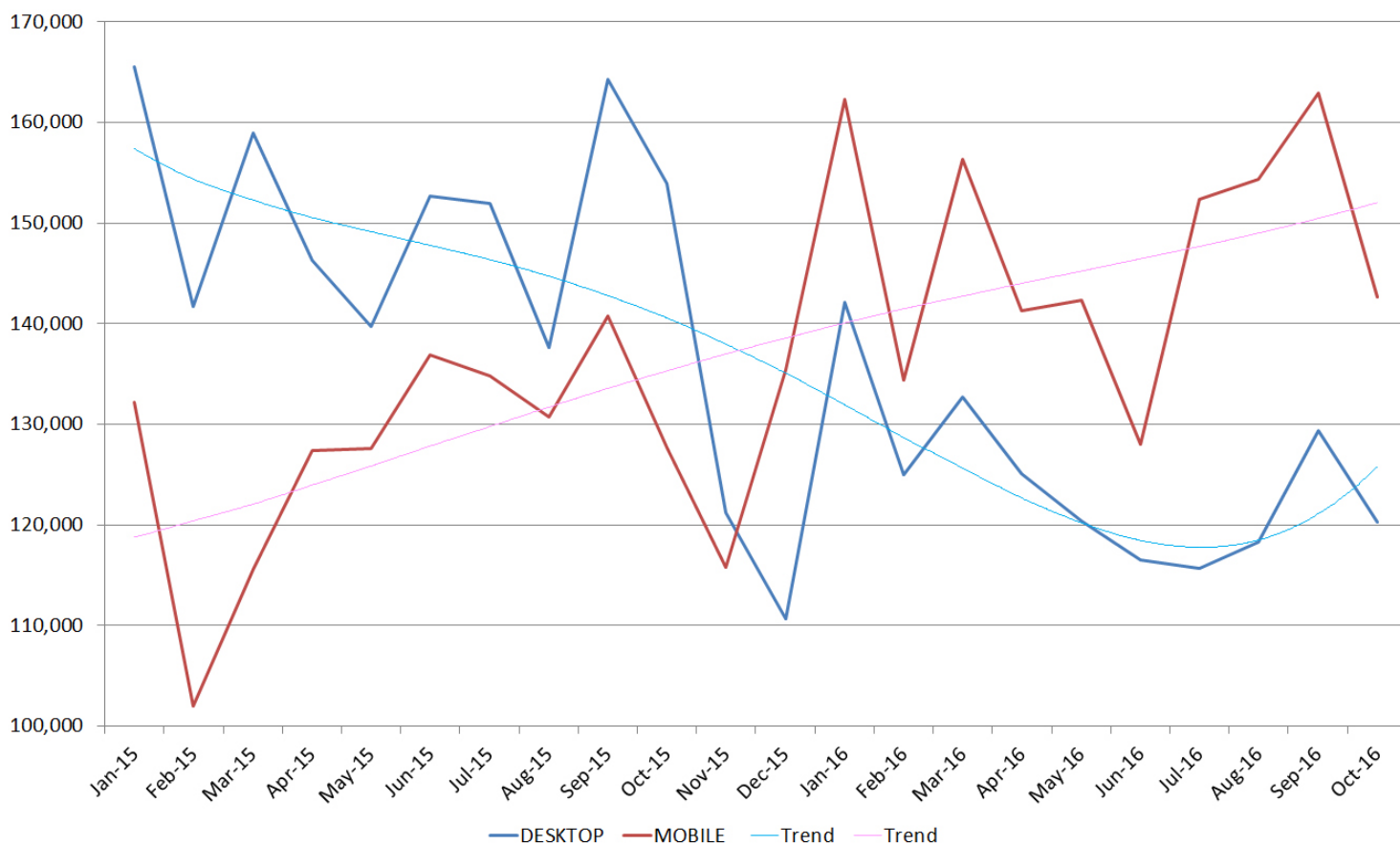
Desktop -9.14%
Mobile +10.77%
Tablet -1.63%

The drop in desktop usage equates to approximately 90.4k sessions.

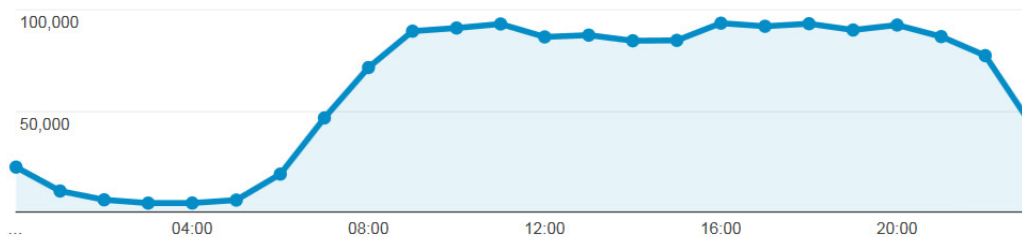
Mobile usage accounts for 54% of visits so far this year to www.cardiff.gov.uk

Following a steady decline, desktop usage started to show an increase at the start of the summer holidays though this follows the trend during the same period in 2015 where desktop usage increased during August and September then decreased in October.

Trend in desktop vs mobile usage



So far this year, customers using their mobile device to access the website are most active between the hours of 4pm and 6pm.



Top mobile device



The top device accounting for 41.98% of all mobile visits to the website is an Apple iPhone followed by an Apple iPad with 19.26% then a Samsung Galaxy S6 with 3.19%.

12,841
Payments made
online

£1,306,478
Total Value of
payments

Income **decreased** over the previous month by **-£13,141**. The main decrease came from Accounts Receivable Invoice following some high value payments made by other local authorities during September.



Comparing Q2 2016 (Jul-Sep) against Q2 2015

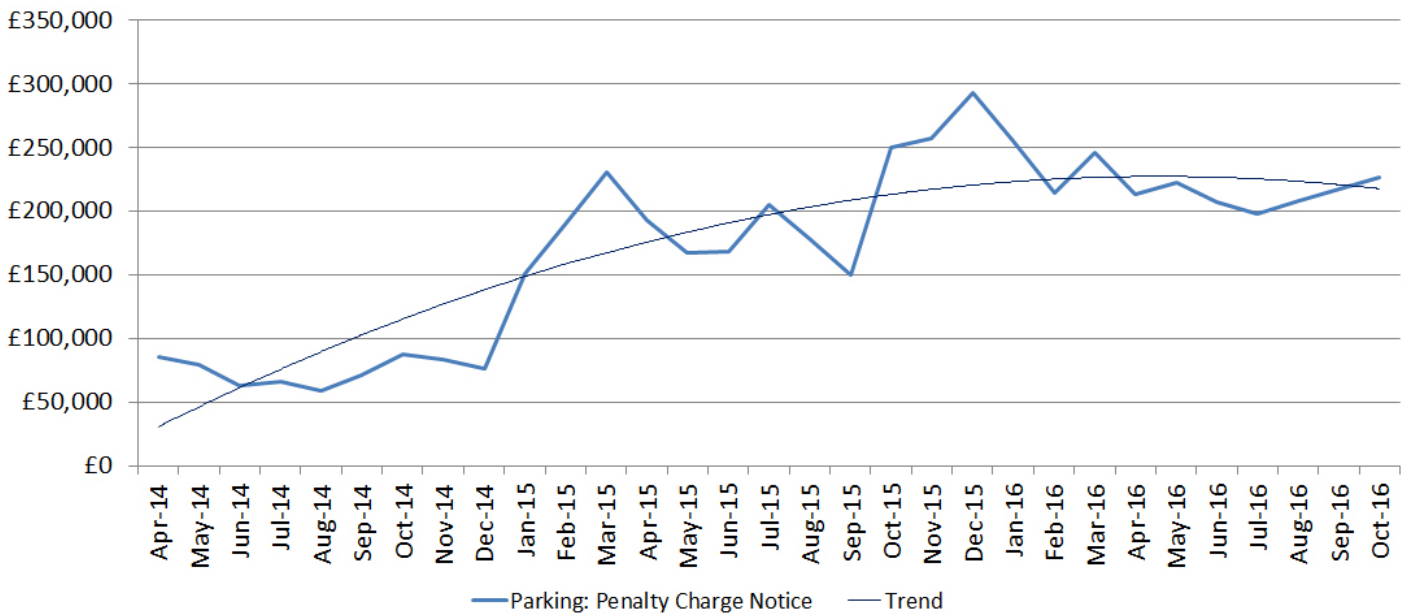
Payments up by **+18.4%** from £3,172,451 to £3,756,210.

The main increase over the quarter came from the following:

- Council Tax (+187k)
- Accounts Receivable Invoice (+157k)
- Penalty Charge Notices (+89k)

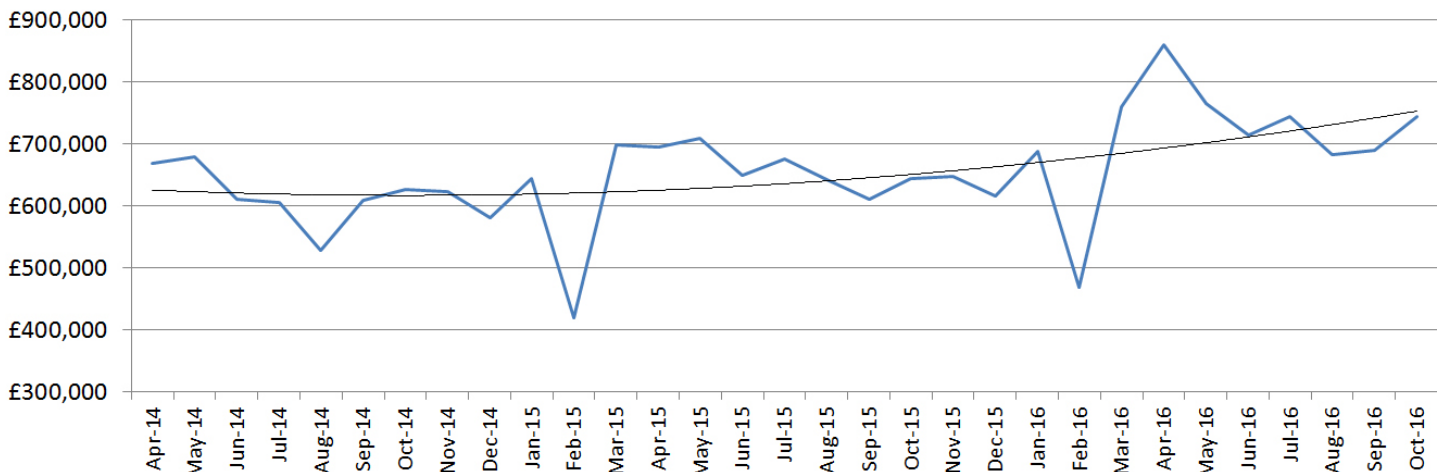
Income from Penalty Charge Notices has increased 159% comparing October 2014 to October 2016. The increase is likely to be due to additional enforcement and the implementation of enforcing bus lanes and yellow box contraventions.

Income from Penalty Charge Notices



Income from Council Tax over time

Since April 2014, a total of **£20,290,356** has been received via online payments.



Customer searches on www.cardiff.gov.uk



During the month, customers searched the website with approximately **9,274** phrases.

Planning, Jobs, Challenge and Council Tax remain top in the keyword searches.

Popular searches during the month also included: Housing, Park and Ride, Electoral services and Parking.



Electoral

elections	11
electoral register	8
electoral roll	5
electoral	3

Park and ride

park and ride	57
opening hours for park and ride	7
park and ride east	2
east park ride	1

Housing

housing	37
housing benefit	33
local housing allowance	5
housing benifit	4

Parking

parking	80
parking permit	47
parking permits	27
parking fine	22

Google searches by device

47,856 searches were performed via Google linking to content on www.cardiff.gov.uk



Here are the top 20 searches that were entered into google that resulted in a link to www.cardiff.gov.uk being returned in the search results.

The top page visitors arrived from Google was the **'Libraries and Archives'** page.

cardiff registry office	90	ely hub	16
cardiff park and ride	84	on street parking cardiff	16
star hub cardiff	40	noise pollution cardiff	15
star centre cardiff	35	park and ride cardiff	14
western cemetery cardiff	32	noise complaints cardiff	13
sophia gardens parking	29	sophia gardens car park	12
rhydpennau library	26	cardiff car parks	11
registry office cardiff	23	the hub splott	11
st mellons library	20	cardiff register office	10
star centre splott	20	castle mews car park cardiff	10
cardiff council	16	cardiff noise pollution	9
cardiff council noise complaints	16	cardiff west park and ride	9

3,884 online forms were submitted during the month, a drop of **-19.28 %** over September.



Customer focus: The web team will analyse a sample of the general contact form submissions sent to C2C in order to understand the nature of the enquiry and to see if we can make any changes to the website in order to signpost customers to use relevant directorate forms.



Comparing Q2 2016 (Jul-Sep) against Q2 2015

Contact us	+8.14 %
Report it	-4.08 %
Request it	-67.55 %
Complaint	-32.38 %

'Request it' forms have decreased following a high increase of Hygiene Service Applications after the bin exchange implementation in 2015.

Contact us
2,672
(-21.89 %)

Complaint
104
(+11.82 %)

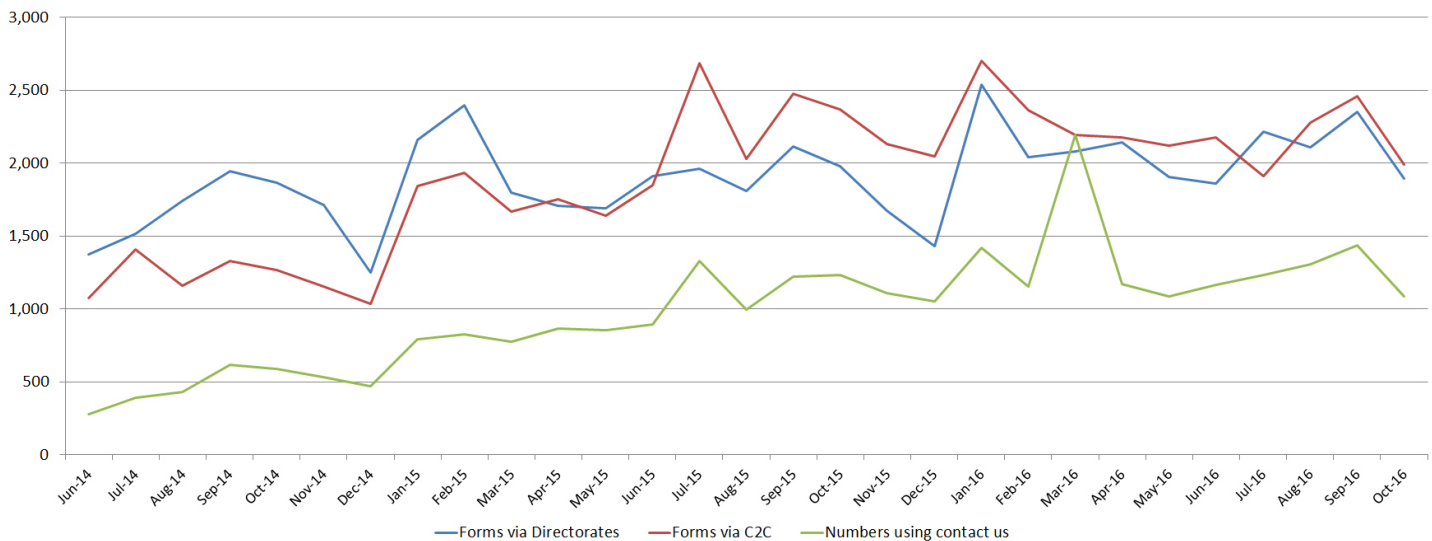
Report it
969
(-12.70 %)

Request it
37
(-44.77 %)

Council Tax
102
(-15.70 %)

51.28% (1,992) of form submissions went to C2C@cardiff.gov.uk. Of the forms that went to C2C **54.61%** (1,088) were submitted via the general 'Contact us' page.

Forms sent to C2C exceeded submissions to directorates in July 2015, this is likely to be a result of the bin exchange taking place. Apart from a small decrease in July 2016, forms to C2C have consistently remained higher than those sent to directorates.



Top form submissions (English)

General enquiry	1,082	Report a parking problem	129
Report Fly-tipping	242	Report a broken or missing bin/caddy	107
Report a highway issue	208	Applying for a Primary School place	100
Report a missed waste collection	195	Bulky item collections	50
Council tax enquiries	184	Jobs - Cardiff Works	47
Council Tax Reduction	156	Cardiff Register Office	46
Complaints and compliments	153	Pests and infestation	42
Applying for a Nursery place	132	Maindy Centre	31

Combined English and Welsh page views were down over the previous month by **-11.49%** from 759,993 to 672,633. This follows a trend for the previous two years, with page views dropping from September then increasing in November during the run up to Christmas and the New Year.

Q2 2016 (Jul-Sep) against Q2 2015



Users : -27k
Sessions : -38.1k
Page views : -148.8k

Visits to the **Information for Landlords** section increased by 68.1 % with 74 % of these visits to information on **Rent Smart Wales** content.

Strategies, plans and policies received a 26.9 % increase in page views, in particular 18.4 % to the **Bilingual Cardiff** page featuring a consultation.

Visits to content on **Business rates** increased by 39.5 % with 17.64 % looking for information on ways in which business rate bills can be reduced.

*percentages are the difference against the figures for the previous month.

↑ Popular sections visitors looked at

Information for Landlords	1,901	68.1 %
Business Rates	1,514	39.5 %
Strategies, plans and policies	2,564	26.9 %
Council finances	4,865	20.6 %
Data protection and FOI	488	13.2 %
Planning	27,905	10.0 %
The Lord Mayor	777	5.1 %
Council Management	620	2.8 %
Planning, Property and Building Control	3,764	2.3 %
Commercial Waste	1,665	2.2 %
Trading Standards	643	1.6 %

↓ Sections with decrease in visitor numbers

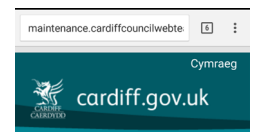
Neighbourhood Regeneration	266	-88.10 %
Voting and elections	2,998	-38.40 %
Tenders, Commissioning and Procurement	608	-34.50 %
Parking, Roads and Travel	80,341	-25.20 %
Pests, Pollution and Food Hygiene	2,475	-19.80 %
Schools	55,032	-19.70 %
Leisure, Parks and Culture	61,887	-17.20 %
News	1,252	-17.10 %
Community Safety	1,236	-12.70 %
Council Tax	35,624	-9.90 %
Rubbish and Recycling	80,201	-8.90 %



Cardiff.gov.uk Maintenance

Following the run up to work carried out by ICT that would impact the website, a site wide notice was added giving prior notice to our customers.

A system was also put in place to redirect customers to a maintenance page giving emergency contact information.



Cardiff.gov.uk will be back soon

We apologise for the inconvenience and appreciate your patience while our website is offline.

Follow us on Twitter or visit the Cardiff Newsroom for the latest updates.

Emergency contact numbers:

- Dangerously parked cars – 101
- Noise Pollution – 029 2087 1650
- Having a car that is a threat to

Homepage features

- Highway drainage / fallen leaves
- Rent Smart Wales
- Love where you live
- Bilingual Cardiff
- Seasonal Garden Waste
- Secondary School Admissions
- Tall Buildings (SPG)
- Supported Lodgings
- 30 hours of free childcare survey
- Democracy week
- Corporate Plan

SOCITM 2016/17



The Web Team have started the process of checking the website and making improvements in preparation for this year's SOCITM review.

Christmas, New Year and Winter Weather



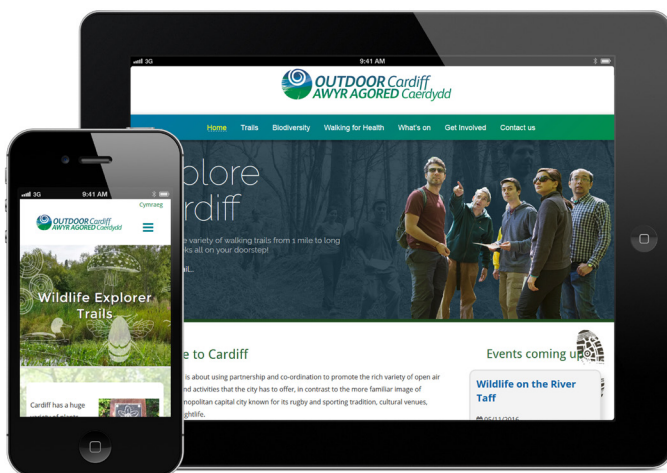
Plans are being put into place to make sure customers can quickly find key information during periods of severe winter weather by visiting www.cardiff.gov.uk/winterweather. Content is being reviewed and updated such as salt bin locations and gritting routes. Homepage features are being prepared linking to service changes over the festive period and park and ride services.

Travel advice



Travel advice for major events is being prepared along with homepage features scheduled to promote the information to residents and visitors to the City.

New websites



www.outdoorcardiff.com

Budget 2017/18



Work is underway to promote the 2017/18 Budget strategy and key information. The Web Team will be coordinating efforts with other areas of the council to engage residents with the proposed 2017/18 Budget proposals and consultation.

Parking Fines / Moving Traffic Contraventions



Reviewing customer feedback and working with the service area, new content is being prepared giving customers a better understanding on how avoid receiving a penalty charge notice, what to do if they receive one and the appeals process.

Website audit



An audit of the website has been carried out which will help us to track changes in the website and look at ways of improving the content/structure for our customers.

Outdoor Cardiff

- Launched 18th October
- Mobile friendly
- Showcases the wide range of outdoor amenities and facilities available in Cardiff
- Trail leaflet downloads
- Inclusion of Parks events
- Event submission forms
- Provided a platform for interactive maps
- Search Engine Optimised content.

Twitter Followers

City of Cardiff
@cardiffcouncil
65,360 (+1,465)



Dinas Caerdydd
@cyngorcaerdydd
2,150 (+26)

2,216 contained
@cardiffcouncil

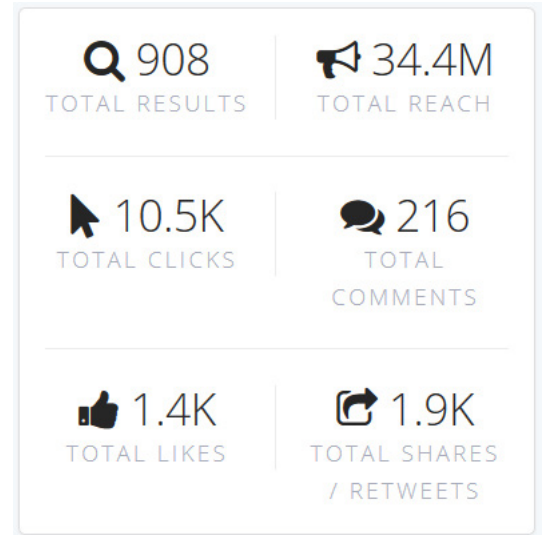
227 tweets were
responded to by the
Web Team

Top 20 topics tweeted to @cardiffcouncil

Waste cleansing	26	Parking machines	6
Compliment	18	Waste bag orders	5
Cardiff Central Youth Club	16	Highways (traffic lights)	5
Licensing (taxis)	13	Highways (maintenance)	5
Highways	11	Waste general	4
Waste flytipping	10	Highways (streetlights)	4
Parking fine	10	C2C	4
Parking	10	Leisure centres	3
Waste collections	9	Highways (roadworks)	3
Waste missed collection	7	Bus shelters	2

Outbound content

777 tweets were sent in total reaching a potential 25.2 million users (via replies/direct tweets/retweets/likes).



37,561 Tweets sent from @CardiffCouncil since implementation in 2009.

Getting a special mention this month - **Highways, Parks, Leisure, Social Care and Waste**

Much improved bike access to #LlandaffFields. A big thank you to @cardiffcouncil
Oct 4 2016, 5:05

Great diversity of trees newly planted on Caerphilly Road @cardiffcouncil. Not to mention the fabulous new bus lane. Diolch!
Oct 18 2016, 08:02

Da gweld tim llnau strydoedd @cyngorcaerdydd @cardiffcouncil allan yn Grangetown bore ma! Job dda / good job!
Oct 4 2016, 08:38

What a difference it makes when you have a supportive social worker Thanks Caroline @cardiffcouncil #dementiacare
Oct 17 2016, 13:32

Just Visited the STAR Hwb for a swim @cardiffcouncil and @cardifflabour have done an amazing Job. State of the art.
Oct 25 2016, 15:49

Well done to your fly-tipping clean up team, this mess at Hendre Lake has now gone, it looks immaculate.
Oct 18 2016, 11:56