

COUNCIL: 21 JUNE 2018

FINANCE, MODERNISATION AND PERFORMANCE STATEMENT

Social Responsibility Board

I was pleased to launch the Council's first Socially Responsible Procurement Policy in April 2018 at an event attended by around 300 delegates from the construction sector. The policy aims to ensure the Council maximises the social, economic, environmental and cultural well-being benefits for communities through its annual £410 million procurement spend. As a major employer with a large procurement spend, we are in a strong position to make sure the money we spend has a positive impact on the local economy. The policy has six priority themes and outlines how the Council will work with its suppliers and contractors to deliver additional benefits for communities across Cardiff. A central objective is to create inclusive employment, work placements, apprenticeships and other training opportunities for local people to reduce unemployment and raise skills levels in the local workforce. The Council wants to work with organisations that share its values and commitment to the highest ethical employment standards in its own operations and supply chain.

LGBT Pride Month

In keeping with our commitment to equal opportunities and diversity in employment and service delivery, the Council is proud to support LGBT Pride Month which celebrates sexual diversity. It is celebrated in June because that was when the Stonewall Riots took place in New York in 1969, which marked the tipping point for the Gay Liberation Movement. It provides an opportunity to promote dignity, equal rights, self-affirmation for the LGBT community and increase society's awareness of the issues that people continue to face, such as discrimination and violence. Whilst the Council's support for LGBT issues is demonstrated in many ways, it is important that we demonstrate that support collectively, especially during Pride Month.

SOCITM Better Connected UK Survey

The results of the 2017/18 SOCITM Better Connected UK survey have now been released. As Members will be aware, this is the benchmark for Council websites across the UK in terms of accessibility and usability.

I am pleased to announce that Cardiff Council has successfully achieved the maximum 4 star rating for the Cardiff.gov.uk website in this year's testing and is the only one of 22 Welsh Local Authorities to have done so. Other key highlights to note:

- Cardiff is one of only 37 local authorities across the UK to achieve a 4 star rating (414 were tested), which puts us in the top 9%.

- We received some positive comments from the testers on sections of the site with comments such as:
 - “Good navigation from the homepage and some good introductory content”
 - “The site was simple but answered almost all of our questions and had clear signposting. Well done!”
- It was recommended that other councils should look at Cardiff’s implementation as an example of good practice.
- Cardiff achieved a full pass for both levels of accessibility testing.

This excellent result is a testament to the efforts of the team, particularly with the redesign that took place in December 2018. Customer experience is key to the transition of services online and this result validates the approach that we have taken so far. It also confirms that we have the right platform upon which to build, particularly in creating the user experience on our mobile app which is applying the same principles for our customers.

Cardiff Gov App

I am pleased to report that the Council’s new ‘Cardiff Gov’ app has been tested by over 70 people, including members of the public, Council employees and elected members. The feedback so far has been very positive, with 90% of the respondents saying that they would download the app when live. We hope to launch the app to the public by the end of June 2018. The app will be regularly updated with new services, which will be led by the needs of the citizen.

Connect to Cardiff

I am delighted to report on the work being undertaken by Connect to Cardiff (C2C) on customer-initiated conversations via the Council’s social media platforms. C2C has enabled a process of tagging every conversation by type so that we are able to accurately monitor the most popular topics being discussed on social media. In May 2018, the top tag was ‘competitions’ (1,545 messages), followed by waste cleansing (331) and collections (273). There were also large responses for Car Free Day (387) and the new docked bike hire scheme (239). The Volvo Ocean Race has also created a lot of positive reaction on our social media channels.

Last month, the Council gained 317 new Twitter followers and 561 new Facebook followers and recorded over 44,000 ‘engagements’ (likes, shares and comments). In conjunction with this, May 2018 also saw C2C receive its highest ever monthly figure of live webchat interactions (649), which have been steadily increasing since December 2017. This is a strong indication that customers are increasingly choosing to engage with the Council via less traditional channels.

Councillor Chris Weaver

Cabinet Member for Finance, Modernisation & Performance

15th June 2018