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Caerdydd,
CF10 4UW
Ffôn: (029) 2087 2088
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Date: 07/06/2023

Councillor Joel Williams
Cardiff Council
County Hall
Cardiff
CF10 4UW

Dear Councillor Williams,

Policy Review & Performance Scrutiny Committee: 16 May 2023

Thank you for the opportunity to present to Committee, and for your letter dated 19th May. I welcome the opportunity to work cooperatively with this committee on continuing our aspiration for excellence regarding Customer and Digital Services and hope to see it feature in your work programme going forward.

In response to some of the specific points raised at Committee and subsequently in your letter, I hope that I have covered in the below items.

Request for Training
I welcome the opportunity for members to attend an awareness raising visit to C2C, and will ensure we tailor the visit to cover:
- Digital awareness of what the Council offers.
- An understanding of Bobi the Council's chatbot.
- A better understanding of AI ChatGPT.
- How AI might *assist* the Council in responding to complaints.

Accessibility
I note and agree the concerns around accessibility of digital services for all, and have attached a copy of the CDDO Report (Appendix 1) and the latest silktide report (Appendix 2) on Cardiff.gov.uk

Sharing Expertise
I note and agree the importance of sharing expertise across other Local Authorities and will ensure the WLGA/Wales Audit Office report is shared with you when this is received (due to be published Sept 2023).

Social Media

GWEITHIO DROS GAERDYDD, GWEITHIO DROSOCH CHI
Mae'r Cyngor yn croesawu gohebiaeth yn Gymraeg, Saesneg neu'n ddwyieithog. Byddwn yn cyfathrebu â chi yn ôl eich dewis, dim ond i chi roi gwybod i ni pa un sydd well gennych. Ni fydd gohebu yn Gymraeg yn arwain at oedi.

WORKING FOR CARDIFF, WORKING FOR YOU
The Council welcomes correspondence in Welsh, English or bilingually. We will ensure that we communicate with you in the language of your choice, as long as you let us know which you prefer. Corresponding in Welsh will not lead to delay.

CRYFACH TECACH GWYRDDACH | STRONGER FAIRER GREENER

In respect of the retention of information of users, as well as being stored on the social media channels natively and within the C2C CRM system on the occasions C2C staff have responded and/or reported an issue in which case the information is capture via private messaging, data is also held by Orlo, the software platform used by Cardiff Council to manage the social media channels. Therefore, Cardiff Council are the data processor for this and can (and have) request that Orlo delete the data. Members should be assured that when customers have shared personal info in a public space, the C2C social media team monitoring these posts will delete the public facing post or if on a platform where that is not possible, advise the customer to delete the information directly.

Understanding of public engagement with Cardiff Councils social media is fully available as the C2C social media team assign a 'tag' to all incoming messages which identifies the reason for the contact and allows a monitoring of themes and trends. This also provides an 'in the moment' oversight and awareness on channels. This activity reflects the operational hours of C2C with hours with alternate contact methods provided in the bios, any messages that require response that are sent outside of these times being picked up next working day. Colleagues in communications may monitor channels over weekend if they feel there is a need i.e. checking responses to an outgoing campaign that they expected to draw engagement for example.

Responses on Social Media platforms follow a set of guidelines;

- Signposting in the main and wherever possible to digital channels – ie relevant pages of council website/3rd party sites.
- Will be occasions where no digital route exists, and contact details are provided.
- Reports are logged on behalf of the citizen via C2C process/system.
- Common examples being; Council Tax more complex queries or confirming information seen by customer on digital channel.
- Chase up of previous requests made on digital/self-serve channels.
- Emergency/ad hoc issues such as Splashpad not working.

Specific protocols also exist for member queries made by Social Media which are passed on Member Services to process the query as they request, and an acknowledgement provided.

I hope the above gives you and the Committee Members more clarity on the information requested, and I would like to thank you for your comments.

Yours sincerely,

Councillor / Y Cynghorydd Chris Weaver
Aelod Cabinet dros Gyllid, Moderneiddio a Pherfformiad
Cabinet Member for Finance, Modernisation & Performance