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**FINANCE, MODERNISATION & PERFORMANCE STATEMENT**

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**Cardiff Gov Mobile App**

The mobile app has been downloaded by over 2,000 residents and they have been taking advantage of using this new approach to accessing digital services. Over 400 reports of fly-tipping have been made via the App and website using new technology that has been built by our in-house teams. Expanding on the Council Tax information available via the App, the next release includes additional functionality to support sign up for e-billing and to manage Direct Debits, continuing our push to improve digital services for residents.

**Cardiff.gov.uk/Caerdydd.gov.uk Website**

Customers continue to use the website as a way of engaging with the Council, with nearly 5,000 submitted forms reaching services direct. In August 2018, there was also significant website usage as demonstrated by:

- £1.66million in 16,515 online payments
- 693,000 page views by 190,000 visitors (60% from a mobile device)
- 78.3% online requests for waste bags
- 67.4% online parking permit applications
- 62.5% online Penalty Charge Notice appeals
- 22,000 online waste collection lookups (673,000 so far this year)

The Council's online presence continues to expand with individual websites created and launched for Cardiff Dogs Home ([www.CardiffDogsHome.co.uk](http://www.CardiffDogsHome.co.uk)) and the Council's Academy ([www.CardiffCouncilAcademy.co.uk](http://www.CardiffCouncilAcademy.co.uk)).

**Social Media**

There have been substantial and impressive increases in the number of followers across the Council's social media platforms. When compared to this time last year, Facebook followers are up by 62.7%, totalling 18,365, and Twitter followers have increased by 10.3% in a year, totalling 88,294.

C2C continues to see customer habits evolving as social media is used for a wider spectrum of enquiries. For example, during August 2018, the tag 'waste\_Bulky' was used 641 times, its highest use to date. It was second in popularity only to the tag 'Competitions', which tops the figures month on month. The tag 'Consultations' was also popular, with the Ask Cardiff survey being promoted, as well as the Waste Strategy and Pathways consultations.

C2C also handled its highest ever number of webchats in a single month during August 2018, with Council Tax and parking & moving traffic offences the most popular subject types.

### **Stonewall Workplace Equality Index**

I can confirm that the Council has made its submission to the Stonewall Workplace Equality Index 2019 and we expect to see an improvement in our score when the results are announced at the beginning of next year.

### **Ask Cardiff**

'Ask Cardiff' is the Council's annual survey of citizen satisfaction with life in Cardiff and with Council services. The Ask Cardiff survey for 2018, which takes around 10-15 minutes to complete, asks questions on housing, health, employment and community safety as well as other topics. The results of the survey form a key part of the planning, delivery and monitoring of Council services. The survey also provides longitudinal data which allows us to monitor performance and opinions over time, helping the Council identify and respond to the changing needs of the population. Around 3,000 local people have already taken part and the survey remains open until 30<sup>th</sup> September 2018 at: [www.cardiff.gov.uk/haveyoursay](http://www.cardiff.gov.uk/haveyoursay) so a few days remain for residents to get involved.

**Councillor Chris Weaver**  
**Cabinet Member for Finance, Modernisation & Performance**  
**21<sup>st</sup> September 2018**