

**COUNCIL: 19 JULY 2018**

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## **FINANCE, MODERNISATION & PERFORMANCE STATEMENT**

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### **Council Tax e-billing**

I am pleased to announce that residents can now receive their Council Tax bills electronically. So far, circa 2,500 households have already registered to receive their bills electronically. This is the most cost-effective way of delivering bills, but it also builds on our Digital First approach as residents can already access their account details online. Signing up is easy and can be done through the Council's website or by telephone. The Council has also introduced a monthly prize draw with a £100 voucher for St David's shopping centre for those customers that opt in to the new service. In the coming months, the Council will promote more widely the benefits of e-billing and we will hopefully see a significant increase in take up.

### **Cardiff Gov App**

The new Cardiff Gov app was launched on 26 June 2018 and has so far had 1,210 downloads, with an average review score of 4.6 out of 5 stars. The new app enables residents to:

- access their Council Tax account;
- check waste collection dates and set reminders; and
- easily report fly-tipping from the site of the incident.

The project team is continuing to develop new services to add to the app to meet customer demands and business requirements, including enhancements to Council Tax services, with further waste and street scene services expected to be rolled out later in the summer.

### **Social Media (Twitter)**

We are aware of the popularity and emergence of social media as a viable channel for our citizens to connect with us. Through a mixture of outbound communications and transactional conversations, Twitter usage has increased and has had a hugely positive impact on our levels of engagement. In the last 12 months, Cardiff has tweeted over 12,000 times, with nearly 53,000 "likes" and shares with 97,000 "mentions". In June 2018, there were 425 new Twitter followers and 315 new Facebook followers, with 1.59 million Twitter impressions being made during this period. Council posts were also clicked on 7,500 times and retweeted 1,600 times, while Council videos on Facebook were viewed over 18,000 times.

The most popular subject for customers to comment on our social media pages was 'events', such as the recent Ed Sheeran and Beyonce concerts held in the city, with

the Volvo Ocean Race also proving to be particularly popular. Customers have also been contacting us about waste collections, street cleansing and fly tipping issues, as well as telling us about parking problems in the city.

### **Learning Disability Wales Awards**

Cardiff Council was awarded the Large Employer of the Year Award by Learning Disability Wales for supporting the Engage to Change project. The Resources Business Support Team has been working with Elite Supported Employment Agency to deliver opportunities for young people with learning disabilities to develop their employment skills and experience through paid work placements. The project aims to improve wellbeing outcomes through the increased independence, financial status, social capital and fulfilment that paid work offers. The award recognises the exemplary support provided by the Resources Business Support Team in working with Elite to overcome barriers and facilitate people with disabilities into work.

**Councillor Chris Weaver**

**Cabinet Member for Finance, Modernisation & Performance**

**13<sup>th</sup> July 2018**