
FINANCE, MODERNISATION & PERFORMANCE STATEMENT

Cardiff.gov Mobile App

Last month marked the 1st Anniversary of the launch of the Cardiff.gov mobile app platform. The growth in user numbers and downloads over the last 12 months has been a good indicator of our success. In June 2019, there were a further 849 downloads, taking the total to 14,778 and the app continues to achieve 4-star customer rating in the app stores. The app also achieved “Highly Commended” status in the App of the Year category of the Wales Online Digital Awards 2019, which were held last month.

Adopting new approaches to application development by using multi-disciplined teams has proven that Cardiff is developing digital services that support the ambitions laid out in the Council’s Digital Strategy. Our app users are taking time to provide positive feedback to us and request further services to be added to the app, which we are reviewing and including in our roadmap for future releases.

If Members have any services they would like to request are added, please email me and we will review them. Not all services may be able to be provided in this way, but I’m keen to hear your ideas for those that would best serve the public.

In terms of channel shift/customer trends, we are now seeing a real shift in the “share” of contacts, with 57% of all fly-tipping reports being made via the website or the app and 47% of customer reports related to roads and pavements made online or through the app.

UNISON Cymru ‘Respect Your Youth’ Charter

On 26th June 2019, I was pleased to join the Leader of the Council, the First Minister, and many others at the Senedd to mark Cardiff Council and Careers Wales signing up to UNISON Cymru’s ‘Respect Your Youth’ Charter campaign. The Charter calls for fair employment for young people, covering areas like paying the Real Living Wage and promoting apprenticeships. UNISON Cymru young members were present at the event and met with the First Minister who also encouraged employers to sign up to the Charter.

Carers Network

At the most recent Works Council meeting, we heard an update from the Chair of the Carers' Network – the Council's Employee Network for staff who are carers. We heard that the network has increased activity and membership over the last year or so and forms a valuable resource for staff, along with our other Employee Networks and Trade Union colleagues.

Last year, Cardiff Council joined Employers for Carers, and we also recently amended our Carers Policy to introduce a 'Carers Passport' for staff. The 'Carers Passport' has been developed to help and support employees who have specific caring responsibilities. Where adjustments to working arrangements have been agreed, the passport will provide a record which can be reviewed if the employee changes roles or their caring circumstances change. The purpose is to enable a carer and their manager to hold a supportive conversation and document the flexibilities needed to support the carer in combining caring responsibilities and work commitments. The Carers' Network has welcomed its introduction.

The Carers' Network provides a supportive forum for employees who are carers and network members make a positive contribution to the Policies, Procedures and Culture of Cardiff Council. We invite each Employee Network in rotation to Works Council meetings.

Website Development

Key information to note in terms of website development and activity in June 2019 included:

- 189,110 people visited the website in June 2019, with 63% of visitors accessing the site on a mobile device.
- 36,000 waste collection checks were made online (via the app and website), with the highest volume of checks in the Cathays and Plasnewydd wards.
- 82% of requests for more recycling bags and caddies were made online.
- The Council Tax portal had 7,454 visits, up 12% on the previous month.
- 411 users translated Cardiff.gov.uk into their preferred language with Polish and Czech being the most requested.
- A new website was launched for Central Transport Services (CTS): www.cardifftransportservices.co.uk

C2C – Social Media

8,656 inbound messages were received via social media platforms in June 2019. The number of Facebook followers increased by 4.25% compared to the previous month and by 33.57% when compared to June 2018. Twitter followers increased in June 2019 by 0.45% compared to the previous month and by 6.31% compared to the same month last year. The most popular message subject was, again, bulky collections, which continues to be a very popular service on the Council's social media channels and is a great example of channel shift.