
FINANCE, MODERNISATION & PERFORMANCE STATEMENT

Cardiff Living Wage City Partnership

I am delighted to report that, this year, the number of accredited living wage employers in Cardiff reached over 200 employers, with 207 now accredited in the city. I'm very pleased to say that one of the recent employers to be accredited is Admiral, the only Welsh FTSE listed company. Admiral employs over 11,000 staff across its workforce. It is a flagship Cardiff company and has been named as one of the best places to work in the UK for its progressive culture, core values, and commitment to diversity and inclusion. The Cardiff Living Wage City Partnership is therefore thrilled that Admiral have been accredited, joining many other large and small organisations that have done so in Cardiff in recent years. Cardiff is recognised as a leading city in the UK for its work to promote the real Living Wage and has some of the highest number of employee uplifts to the real Living Wage of any UK city.

I'd like to take the chance to remind members of the Living Wage Accreditation Support Scheme, which the Council runs to support SMEs in the city that wish to become accredited living wage employers. Depending on the size of the business or charity, we offer financial support to help cover accreditation fees of up to £720. This applies to organisations employing up to 250 people. More details and an application form can be found on the Living Wage pages on the Council's website at: [Living Wage Accreditation Support Scheme \(cardiff.gov.uk\)](https://www.cardiff.gov.uk/living-wage)

Cardiff Gov Mobile App

At the end of June 2023, the Cardiff Gov mobile app had been downloaded 78,187 times since its launch, with 1,245 downloads taking place last month. A new service for reporting street lighting issues has been introduced this month and testing has also begun on changes to the drug littering reporting service, which will allow residents to report on drug litter on public land not maintained by the Council, namely in the area around Callaghan Square and Lloyd George Avenue, which falls under the Private Finance Initiative (PFI) agreement with the Welsh Government.

Website

The Council's website (www.cardiff.gov.uk) had 216,000 visitors in June 2023 who viewed 485,000 pages of information. Last month, 74.6% of website visitors accessed the website using a mobile device. This figure has continued to increase since May and is the highest monthly percentage figure to date. In addition, 98.7% (20,500) of recycling centre bookings were made online and 23,600 online payments were received via the website, totalling £1.3 million.

BOBi Chatbot

The Council's chatbot, BOBi, handled a total of 5,608 conversations last month, with only 436 (8%) resulting in a handoff to an agent from Connect to Cardiff (C2C). The main topics discussed via the chatbot related to Council Tax, how to obtain waste bins and bags, reporting of missed collections and queries about parking. In June, the team focused on content/scenario development work in relation to elections and voting, waste bins & bags, and taxi information.

Connect to Cardiff (C2C)

Last month, Connect to Cardiff (C2C) handled 23,366 phone calls, responded to 3,933 contact forms via the website and conducted 1,436 live webchats. In addition, C2C responded directly to 1,069 of the 9,471 messages received via the Council's social media platforms. Each message is assigned a subject tag by C2C to capture what issues are being raised via social media. The top three tags in June related to events, concerts and road closures taking place in the city.

Wales Interpretation & Translation Service (WITS)

In the period from April to June 2023, WITS has seen a 25% increase in requests for BSL (British Sign Language) interpreter support and a 12% increase in requests for linguistic support compared to the same period last year. The most requests made to WITS by Cardiff Council during this period related to the following languages: Arabic, Kurdish Sorani, Bengali, Polish and Pashto.

Councillor Chris Weaver

Cabinet Member for Finance, Modernisation & Performance

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