

FINANCE, MODERNISATION & PERFORMANCE STATEMENT

Disability Awareness Day

In keeping with the Council's commitment to equal opportunities and diversity in employment and service delivery, we are proud to advocate disability equality in partnership with our Disability Network. On 15th July 2019, the Disability Network held their inaugural awareness morning in support of Disability Awareness Day to hear, understand and celebrate people from the Disability Network community.

The Disability Network hosted a series of speakers from disability support organisations covering a range of conditions/impairments and the support services available for disabled people. Members of the Disability Network shared their positive experiences of working within the Council and living in our vibrant and diverse city. Whilst the Council's support for disabled people is demonstrated in many ways, it is important that we collectively demonstrate that support, especially on Disability Awareness Day and at this month's Council meeting.

Pride Cymru 2019

Another of our employee networks, the LGBT Network, was prominent again at Pride Cymru this year. Many Councillors and Council staff attended either the march or the Pride Big Weekend event, or both. I was pleased to march with staff from our employee network, alongside Councillors and employees from many of our neighbouring authorities as part of 'Proud Councils' – the network of South Wales Councils keen to show our commitment as the Local Authorities to LGBT+ equality and support for Pride – and to speak from the stage with the First Minister, on behalf of Cardiff Council.

Youth Transition Event

Into Work Advice Services held a Youth Transition Event at Central Hub on 2nd August 2019. The event was aimed at Year 11 and Year 13 school leavers, but was open to all young people aged 16-24 years old. Various employers, training providers and youth organisations attended to promote their services and show the young people what opportunities are available to them. This included Careers Wales, Cardiff Youth Service, Ministry of Life, ITEC, ACT, ALS, Adventure Wales, Princes Trust, CAVC, Cardiff Blues, Acorn Recruitment, Cardiff Works, Admiral, Apollo Teaching, and various Hub Advice Services.

There were also workshops in music, animations, make-up and beauty, LEGO and Drone building. These were very well received as they gave young people an opportunity to engage with creative vocations that are available to study locally through Adult Community Learning and Ministry of Life.

Official numbers were hard to gauge due to it being a dynamic event spread across 4 floors in Central Hub. However, Central Hub saw an increase of 500 people access the building compared to a usual Friday; showing it was a busy day with many young people accessing the opportunity to help them with their next steps.

Key statistics included:

- Over 100 young people signed up to various Into Work Projects
- 12 young people signed up to ITEC
- 12 young people signed up with Cardiff Works
- 500+ additional visitors were recorded compared to a usual Friday

Wales Interpretation and Translation Service (WITS)

WITS completed 2504 interpreting/translating assignments in July 2019, with a further 648 requests for future dates, bringing the total to 3152. Of these, 2002 related to Health; 891 related to Councils and 259 related to the Police, with 167 being of an emergency nature. WITS were able to provide an interpreter to 98.13% of requests. WITS dealt with over 7800 emails and over 3400 inbound calls in July 2019, of which 367 were presented out of hours and. WITS achieved a 93.84% answer rate in July and remains above its KPI of 93% of calls answered.

WITS also launched its Sign Video service in July 2019 enabling the Deaf community to contact WITS via Video Interpretation through their smart phone/tablets. Initial feedback from BSL customers has been very positive. The service has been advertised throughout Wales with the various Deaf Clubs having produced a short video in BSL: https://www.youtube.com/watch?v=vs_Zpd-52n8

C2C – Social Media

The team handling social media enquiries had their busiest ever day in July with 1289 messages being received from Midnight on 16th July 2019 with residents and visitors looking for information on the Extinction Rebellion protests in the city centre.

The customer experience when engaging with the Council's social media platforms continues to be progressive journey and, over the past 12 months, the number of responses to users has increased by 10% as more and more customers choose to use it as a channel of enquiry. For example, we have received 8,306 messages via Twitter in the last 12 months from people wanting to organise a bulky collection when previously this would have required a phone call or a trip to a Hub.

CRM System

Teams across ICT and C2C have worked collaboratively to deliver a refreshed and modernized Customer Relationship Management (CRM) system for the Council's Contact Centre. The in-house, bespoke built CRM has been in operation since C2C's inception in 2001, but there was a need to incorporate new technologies and functionality to improve the overall user experience that will also benefit our customers. 'C2C Ultra' phase 1 went live last month and is already having a positive impact on the speed of operation. Feedback on what was needed at all levels has resulted in an intuitive and dynamic system that will allow C2C to stay current with call centre technologies. Work continues on this with the final phase already in development.

Mobile App

The mobile app has now hit more than 16,500 total downloads, with over 1000 downloads in July and over 750 in August. The app continues to support the take up of digital services by residents. A further service is due for release in early September, enabling residents to report general street cleansing issues. We will continue to focus on the user experience of the App to make sure this remains both a user friendly and intuitive service and encourages further downloads.

Website and Web Development

Key statistics for July 2019:

- 198,873 people visited the website, with 62% of visitors accessing the site on a mobile device.
- 38,800 waste collection look ups were made online (app and website) with the highest volume of looks ups in the Plasnewydd and Cathays wards.
- 80.8% of requests for more recycling bags and caddies were made online.
- The Council Tax portal had 7,612 visits, which was up by 4,300 when compared to July 2018.
- 182 users translated Cardiff.gov.uk into their preferred language with Polish and Arabic being the most used languages.
- Two websites were launched for:
 - Cardiff Families www.cardiffamilies.co.uk
 - Child Friendly Cardiff www.childfriendlycardiff.co.uk

Councillor Chris Weaver

Cabinet Member for Finance, Modernisation & Performance

6 September 2019