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improving customer experience, making better use of public money

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Highlight Report – 1st April to 30th June 2016

Corporate Improvement Priority: To improve customer/citizen access to services and functions provided by the Council or on behalf of the Council and to improve the efficiency of those services and functions.

RAG Status	Summary of Progress
GREEN	Overall we are on track to deliver what we have planned for this priority. We are progressing well with making our website easier and more new services will be available on-line this year. 92% of our website is available in Welsh; most of the remaining pages are in the process of being translated. We continue to change the way we deliver our service in our one stop shops and last year we saw a decrease in visitors to the one stop shops as more customers are using our online services. During the quarter 1 this year however, we have seen an increase in the number of visitors due to service changes which should reduce as changes become embedded. A digital inclusion charter was approved in May 2016 which will assist more people to become digitally included and enjoy the benefits that they can experience from being online. Work to upskill staff in relation to digital literacy is progressing. Work is progressing well with roll out of the iProcurement System and with income generation opportunities; however work streams in relation to self-service options across internal support services has not yet commenced, but will do so in the summer.

What will be different? (Outcomes)	Lead Officer	RAG Status	Progress
1. Our website will be easier to access and more services will be available on-line	K Jones	GREEN	The website has been redeveloped and is 'top task' orientated making information easier to find. There are currently 8 fully online transactional service available on the website with many other services partially web enabled.

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What will be different? (Outcomes)	Lead Officer	RAG Status	Progress
2. More of our website pages will be available in Welsh	K Jones	GREEN	92% of the website is available in Welsh. Most of the outstanding webpages are in the process of being translated and all new web pages developed are translated into Welsh as a matter of course before being published to the Web.
3. We will change our one stop shops and support people to carry out transactions on-line to make it easier for people to access digital services	K Jones	GREEN	Demand on Customer Services has actually **increased** in this quarter. Total callers Q1 2015/16 = 16,998, compared to Qtr 1 16/17 = 18,355 **Increase of 7.9%** Most service areas in both sites have increased in Qtr 1 of 16/17, compared to Qtr 1 15/16 However, staff resource has decreased - Qtr 1, 15/16 = 11 staff (3 F/T, 8 P/T) Qtr 1,16/17 = 7 Staff (2 F/T, 5 P/T, loss of 112.5 hrs) This increase is due to the roll out of Recycle + and should reduce as arrangements embed. 5 Digital Champions have been appointed and are scoping services suitable for on-line channels with management teams. Progress will be reported in future reports.
4. More people in our communities will have the digital skills to access services	K Jones	GREEN	In May Members granted support to implement a Digital Inclusion Charter within Neath Port Talbot. The main aim of the Charter would be to raise the

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What will be different? (Outcomes)	Lead Officer	RAG Status	Progress
			profile of work being done in our communities to assist more people to become digitally included and enjoy the benefits that they can experience from being online. A Digital Inclusion Group has been established with several partner organisations to implement the Charter. To showcase the ongoing work in our communities, a 'learn and share' event is planned in November 2016. A leadership development programme has been identified to equip senior officers with the skills they need to lead in a digital environment. Trade Unions have pledged support to the Council to address digital literacy across the workforce.
5. All services will use our on-line ordering and payment system replacing manual processes	S John	GREEN	Roll out of the iProcurement System continues to go well and the volume of transactions is still rising every quarter.
6. Introduce self-service options across internal support services, starting with a self-service employee portal	S Rees	AMBER	Due to other work priorities, this work has not commenced but will start over the summer.
7. Increased and new income generation opportunities	D Rees	GREEN	A draft Corporate Charging Policy has been developed. A cross directorate working party has been set up to look at income generation opportunities.

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Measures: Metrics

How will we measure our progress?	**Actual 14-15**	**Actual 15-16**	**2016-17 Quarter 1**
1. Our website will be easier to access and more services will be available on-line			
Improve the professional rating of our website page rating from a 1 star (maximum rating is 4 star):	1 star	2 star	2016-17 data available March 2017
More of our customers find the website easier to use: **Ease of getting around site:** Very satisfied Satisfied OK Dissatisfied: Very Dissatisfied:	N/a	20% 35% 28% 10% 7%	2016-17 data available in Autumn 2016
More of our customers can access the information/service they want first time:	N/a		2016-17 data available in

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How will we measure our progress?	Actual 14-15	Actual 15-16	2016-17 Quarter 1
Ease of Finding information/Services Very satisfied Satisfied OK Dissatisfied: Very Dissatisfied:		20% 30% 28% 14% 7%	Autumn 2016
Increasing the percentage of transactions completed on-line	45% during March 2015	61% during March 2016	63% during June 2016
Increasing the number of new services available on-line (services 1 - 6 listed below – see also Figure 4 – 9 below): **Implemented/on-line** (1.Bulks on-line, 2. refuse and recycling equipment ordered on-line, 3.Map based reporting, 4. Missed waste collections reporting, 5. Pest control Appointment booking, 6. Van permits requested on-line, 7. Council Tax change of circumstances & 8. OUCH – Occupational health referral system. **Under development** (Map based development phase 2)	7 **N/a** **N/a**	7 **N/a** **N/a**	8 1 3

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How will we measure our progress?	Actual 14-15	Actual 15-16	2016-17 Quarter 1
Scoping (1.Trade waste, 2.Primary Schools Meals payments online & 3.Sundry Debtors on-line payments).			
% of customers satisfied/very satisfied with improvements made to services available on-line: **Website Improvement Survey – General look and Feel:** Very satisfied Satisfied OK Dissatisfied: Very Dissatisfied:	N/a	19% 34% 38% 5% 4%	2016-17 data available in Autumn 2016
2. More of our website pages will be available in Welsh			
Increase the % of webpages available in Welsh Total Translated and live: Total with external translators	62% -	88% 9%	92% 5%

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How will we measure our progress?	Actual 14-15	Actual 15-16	2016-17 Quarter 1
3. We will change our one stop shops and support people to carry out transactions on-line to make it easier for people to access digital services			
Reduce the demand on Customer Services – visitors to one stop shops	67,886	65,481	18,355
4. More people in our communities will have the digital skills to access services			
Increase the number of people we support to develop digital skills to access services	N/a New	N/a New	Survey to be undertaken during 2016-17
5. All services will use our on-line ordering and payment system replacing manual processes			
Percentage volume of transactions processed through i-procurement	N/a New	27.7%	Data to follow
6. Introduce self-service options across internal support services, starting with a self-service employee portal			
Introduce self-service options across internal support services, starting with a self-service employee portal	N/a New	Due to other work priorities, this work has not commenced and will start over the summer	

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How will we measure our progress?	Actual 14-15	Actual 15-16	2016-17 Quarter 1
7. Increased and new income generation opportunities			
Higher levels of income achieved	-	-	No data as yet, the various ideas put forward are currently being worked on.

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Figure 1 - Devices used to access NPT website

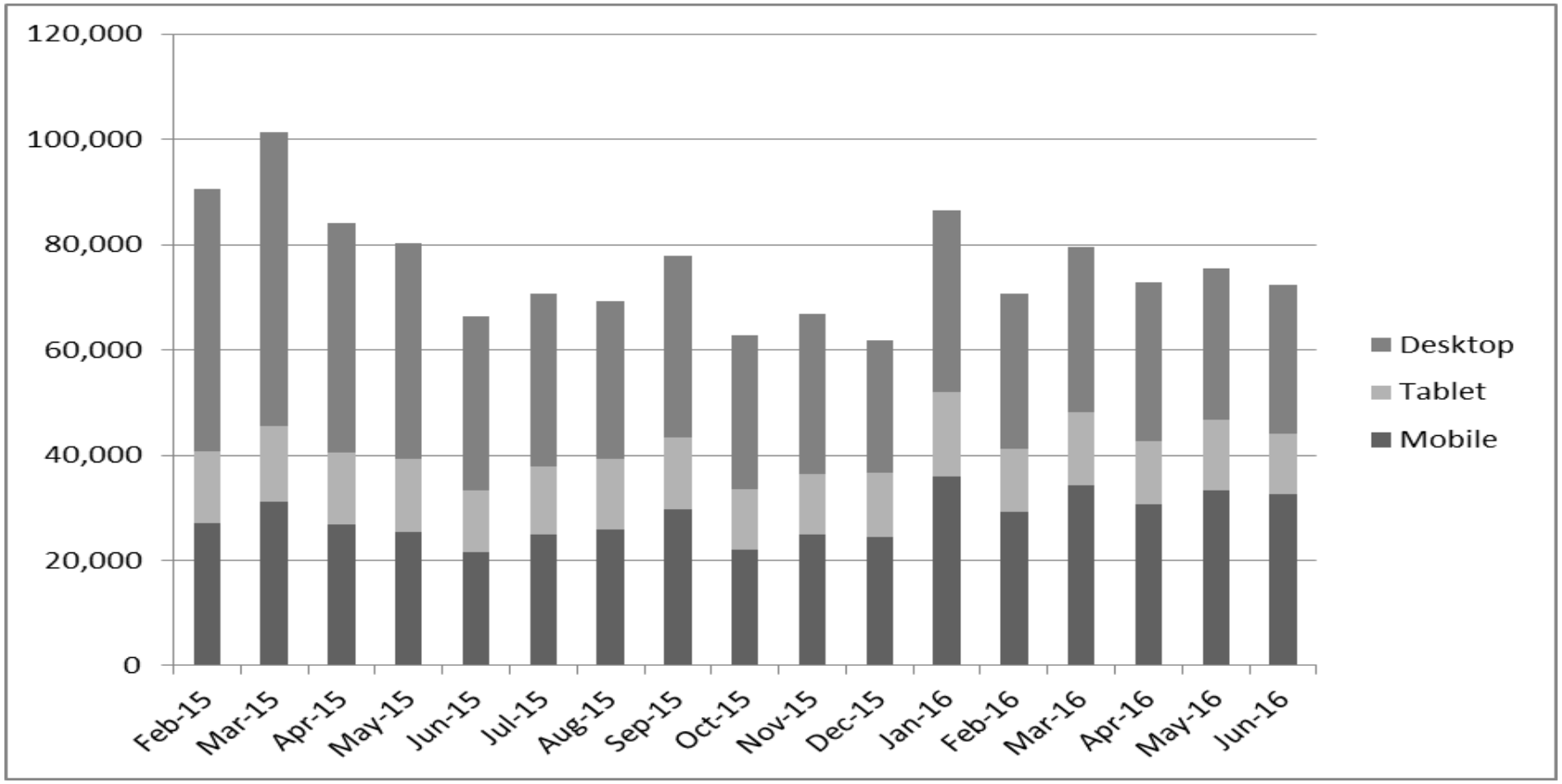

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Figure 2 -Popular Pages - The top 10 webpages (npt.gov.uk) can be seen below.

Page Title	Pageviews	Unique Pageviews*	Bounce Rate**
Neath Port Talbot County Borough Council	30913	23136	33.92%
My Property	14095	4005	19.18%
Libraries	13062	8817	66.53%
Recycling and Waste	9804	6866	4.86%
Search	6607	3669	43.36%
School Term Dates 2016-2017	5976	5113	84.48%
Refuse & Recycling Equipment	5639	4092	64.12%
Dog Gallery	4930	3585	77.26%
A Guide to Housing Benefit for Private Tenants.	4382	3914	89.00%
Contact us	3975	3084	25.87%

***Unique Pageviews**: If a user views the same page more than once in a session, this will only count as a single unique page view.

****Bounce rate** is the percentage of single page visits (i.e. visits in which the person left your site from the entrance page without interacting with the page)

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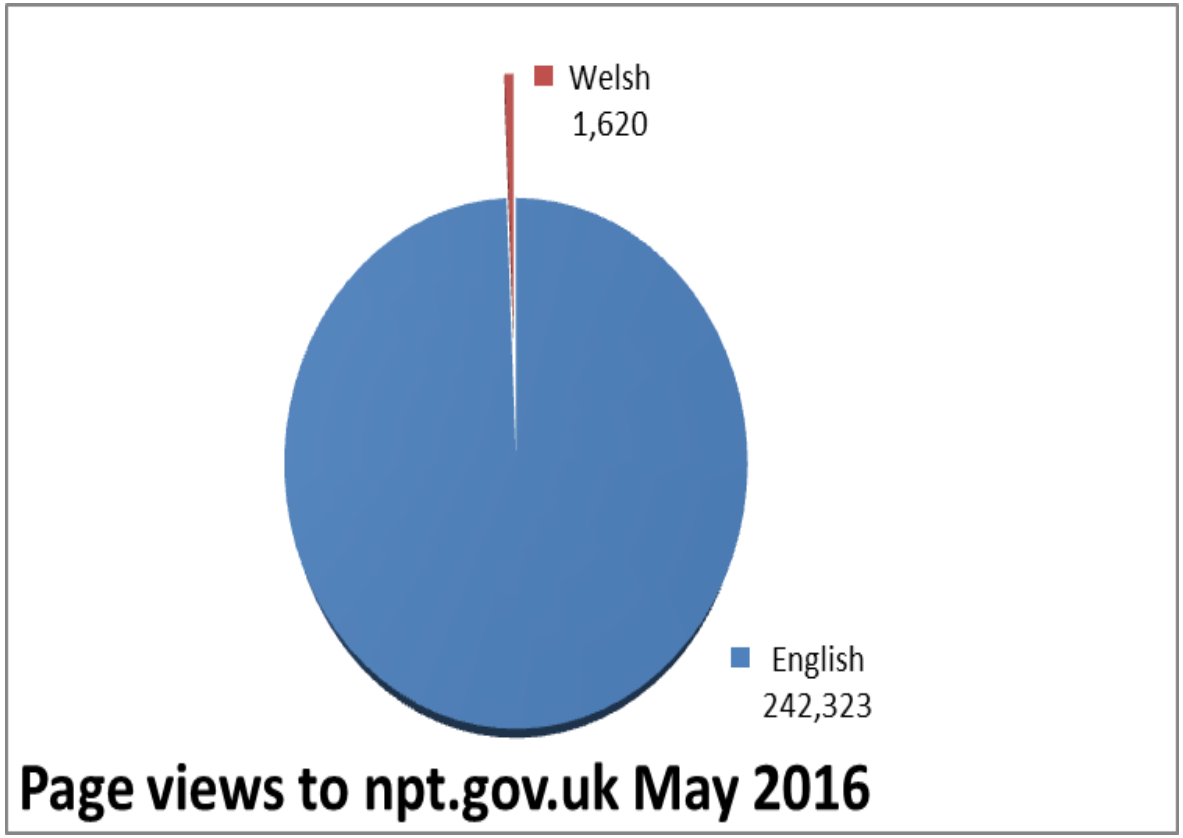
Figure 3 – Welsh pages



Currently there are 1,050 webpages and 92% of these are translated. There are a number of pages (5%) with external translators awaiting translation.

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Figure 4

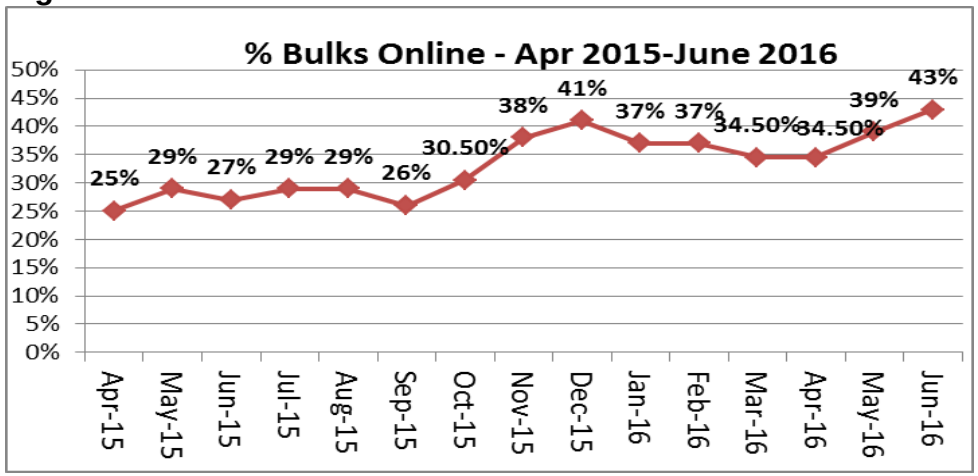

Figure 5

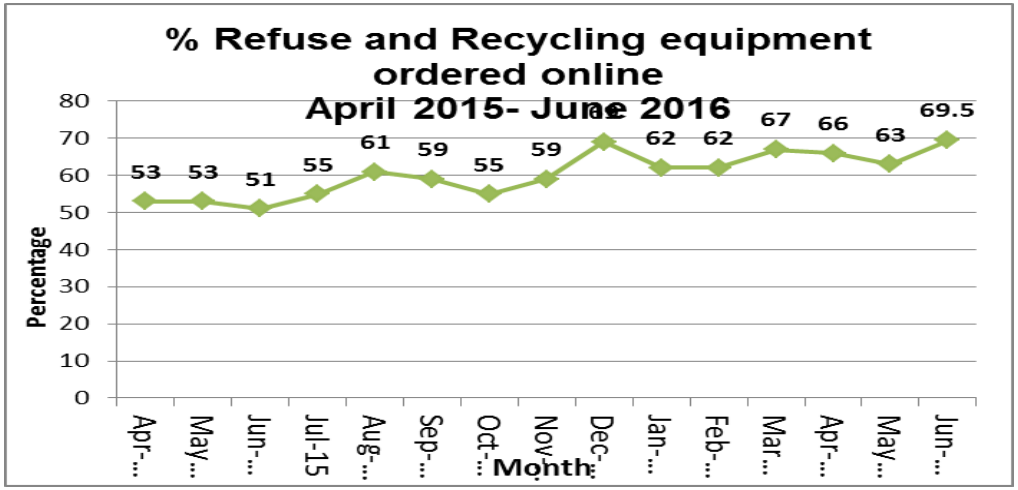

Figure 6

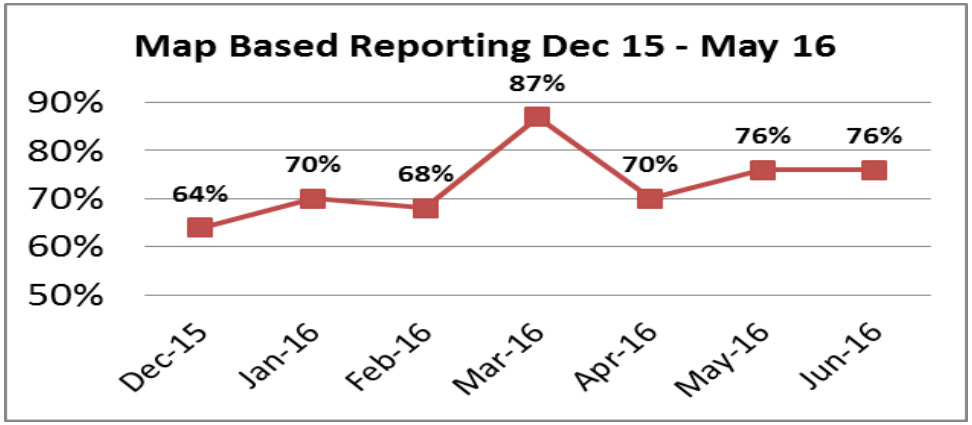

Figure 7

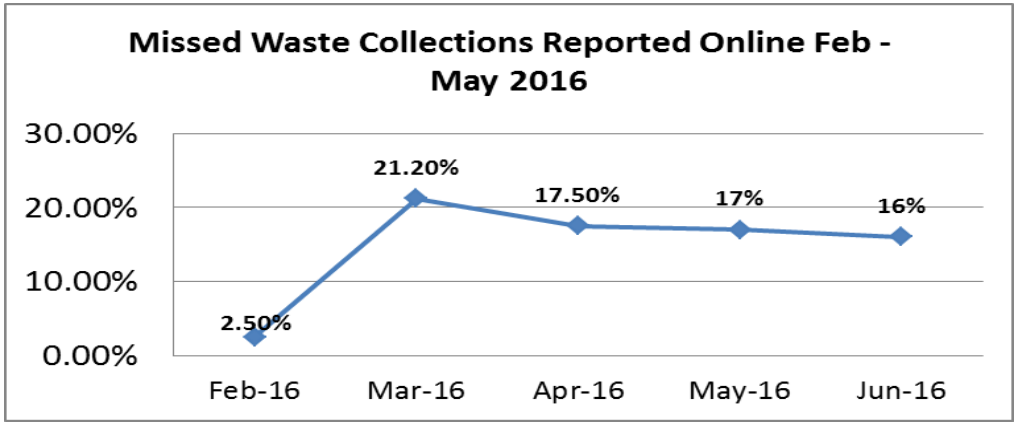

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Figure 8

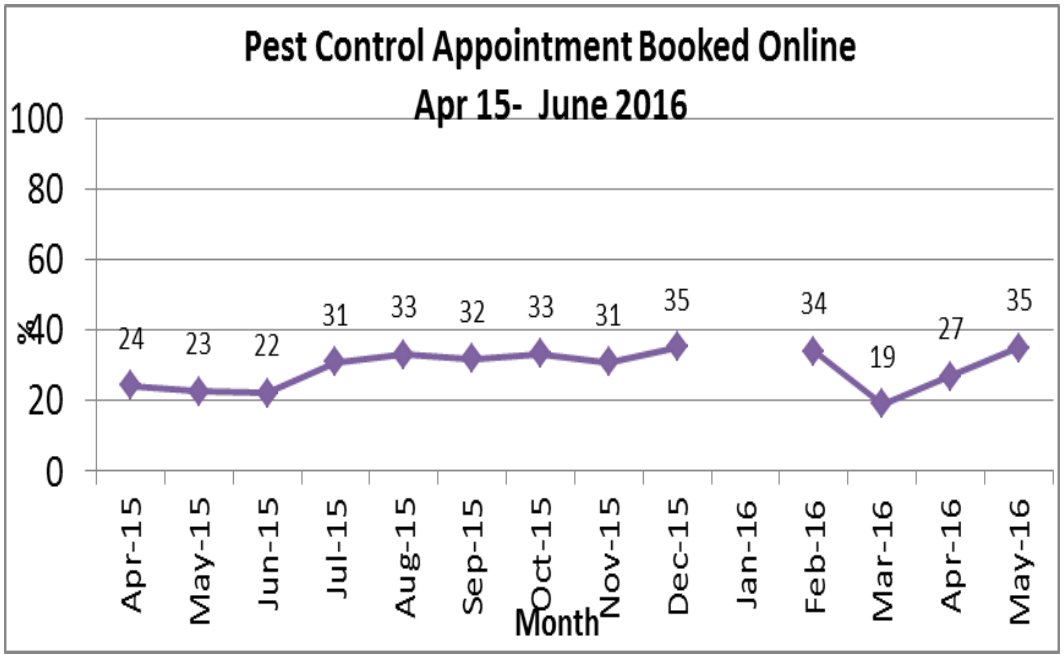
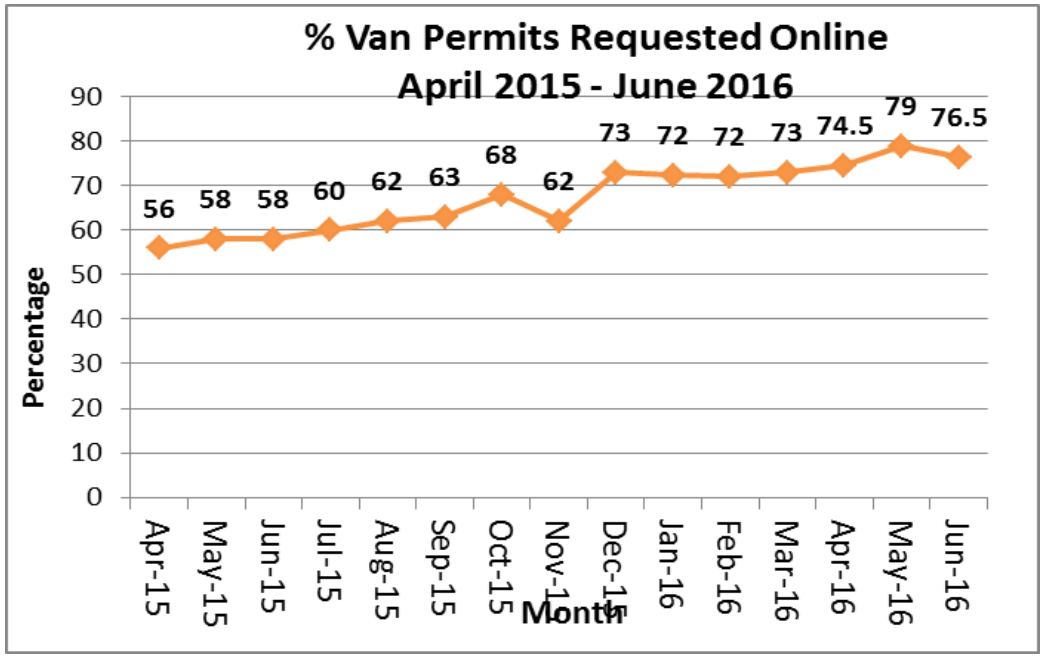


Figure 9



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Corporate Risks (Corporate Risk Register):

Ref	Section	Risk Description	Mitigating Action	Latest L'hood Score at June-16	Latest Impact Score at June-16	Latest Total Score at June-16	Latest Proximity at June-16 *(see key at end of register)*	Target Date	Risk Owner
CS03	Corporate Strategy & Democratic Services	Digital by Choice - the take up of online services is not as high as forecast	Design easy to use on-line services. User testing to check accessibility. Marketing Plan to be developed to drive behavioural change. *Updated June 16 -* internal champions appointed	2	4	8 - M	1	31/03/2017 *(updated)*	Head of Corporate Strategy & Democratic Services
CS04	Corporate Strategy & Democratic Services	The Council does not optimise the potential of the Digital by Choice strategy due to pressure of other work across departments - fewer online	Senior Responsible Officer identified - Director of Finance & Corporate Services. Programme Board established.	2	4	8 - M	1	On-going	Head of

		services are delivered than planned	Member approval of priorities contained within the Programme. The Programme is identified as a corporate improvement priority (no.6). Cultural change being delivered and resourced					*(updated)*	Corporate Strategy & Democratic Services

Risks are assessed in terms of proximity i.e. when the risk would occur. Estimating when a risk would occur helps prioritise the risk. The proximity scale to be used is: 1. Zero to one year / 2. One year to two years / 3. Two years to three years / 4. Three years plus