

Service Report Card 2016-2017 – Quarter 2

Communications and Digital Services

Section 1: Brief description of the service

The Service consists of 11 members of staff.

The Digital Services Team consists of 2 members of staff (was 3 per October 2016) engaged in developing a culture of continuous improvement within the Authority through a series of project reviews, digital channel shift and development of the Corporate website, including management of the web governance group. The team is currently working on projects under the:

- Digital By Choice programme – identifying areas of high demand into the Council, highlighting systems that are suitable for channel shift and web enablement and working with services to reduce preventable demand and waste steps within their associated workflows.
- Website Improvement and Channel Shift. In 2015/16, the team developed a new Website for the Council and established a Corporate Web Governance Group. Work will follow on from this to ensure that the website improvements are kept up to date and the team will begin to investigate NPT's micro-sites for redevelopment.

The Communication Team consists of 7 members of staff who are responsible for:

- Providing the corporate Media Desk
- Responding to Media enquiries
- Issuing proactive press releases
- Issuing reactive press releases and statements
- Delivering communication plans and strategies for the Corporate Priorities
- Advising directorates on Media and Communication strategies
- Monitoring and maintaining the Councils Social Media accounts and strategies

- Supporting and maintaining the Corporate Consultation portal (Objective)
- Providing Communications and Marketing expertise to the Digital By Choice Programme
- Development and provision of the online catalogue of public information.

The Corporate Print Commissioning service is also managed by the team – 1 FTE. This is facilitated by a print commissioning manager who ensures that the best quality and most cost effective print and graphic service is procured for the authority.

**Section 2:
Overall Summary of Performance for 2015-16 Financial Year**

The Services were delivered on budget, with the exception of the Print Commissioning Service, which does not hold a budget but must self-finance, was £4,000 overspent. This was as a result of less print and graphics work being commissioned by service areas and the PCU Manager working with services to save costs on each piece of print work, ensuring the most cost-efficient way of printing, which sometimes included a complete redesign of publications. A strategy to reduce the costs of the Commissioning Service has since been identified and will enable the service to achieve financial balance.

Communication and Digital Services delivered on its service priorities, which include:

- Identifying services suitable for channel shift and increasing online service transactions
- Ensuring an up-to-date accessible website
- Responding and issuing Media Releases in a timely manner

Data regarding the service priorities is shown in Section 4.

The Service gained 126 compliments and no complaints between April 2015 to March 2016. We will be continuing to collect feedback and undertaking customer surveys, especially with regard to the website. Due to the work undertaken by the Team on the website, we achieved a 2* rating from SOCITM. This is an improvement on the 1* awarded in previous years.

The sickness level within the Service for 15/16 was an average of 2.3 days per FTE, well below the 9.7 Council average.

All staff had their Employee Development Review.

**Section 3:
Service Priorities 2016-17**

Priority	Actions to deliver priority	Officer Responsible	Timescale	What will be different? Measures and/or Outcomes
1: Increase the number of transactional services available on-line	Undertake Digital By Choice Projects – prioritised by Departmental Management Teams	SG/Digital Champions/ Accountable Managers	1 year (ongoing)	Less face to face, telephone or email demands into the Council. More transactions undertaken online.
2: Continue to improve the Corporate Website, ensuring it is accessible, fit for purpose and up to date.	<ul style="list-style-type: none"> • Ensure website is bi-lingual • Investigate and develop the current use of Micro-sites. • Continue to further improve the website via the management of the Corporate Web Governance Group 	SG	1 year (ongoing)	A bilingual website Less separate microsites and a more holistic Corporate Website
3: Reduce the demand for more expensive channels such as face to face and telephone contact, through undertaking Channel shift and Digital By Choice projects.	Undertake Digital By Choice Projects – prioritised by Departmental Teams	SG	1 year (ongoing)	Less face to face, telephone or email demands into the Council. More transactions undertaken online.
4: Protect the council's reputation	<ul style="list-style-type: none"> • Respond to media enquiries within deadlines • Issue proactive press releases and stories 	SG/AJ	Ongoing	End To End times of responses Number of proactive press released and stories
5. Promote and strategically manage the role of Social Media within the Council	<ul style="list-style-type: none"> • Analysis and monitoring of Social Media Channels and accounts • Ensure a bilingual provision 	SG/NW	Ongoing	Number of English active accounts Number of English followers/likes/shares.

	<p>of social media.</p> <ul style="list-style-type: none"> • Continue to improve the service via the Corporate Social Media Group. • Investigate and deploy where appropriate, new social media platforms (e.g. Instagram, Pinterest etc) 			<p>Number of Welsh active accounts</p> <p>Number of Welsh followers/likes/shares</p>
6.Deliver a Cost effective print and graphic commissioning	<p>Where possible, saving money for service areas requesting printing.</p> <p>Delivering the service within budget</p>	SG/LW	1 year	<p>Examples of money saving cases undertaken</p> <p>PCU Budget monitoring</p>
7.Provide an online catalogue of public information	<p>Online Public Information Catalogue</p>	SG/LW/AJ	1 year	<p>Number of pieces of information available online</p>

Section 4:
Service Performance Quadrant 2016-17
(Progress 1st April 2016 – 30th September 2016)

Progress on Service Priorities:

Priority 1 – Increase the number of transactional services available online.

We are continuing to work with other services to assist in developing online services, (which now including Bulks on-line, Refuse and recycling equipment ordered on-line, Location based reporting, Missed waste collections reporting, Pest control Appointment booking, Van permits requested on-line, Council Tax online enquiry forms, Skips and Scaffolding Permits and we are providing an improved web front-end for various services, including Licensing, Direct Payments and Environmental Health and Trading Standards. Examples of further developments in 2016/17 and 2017/18 are in the areas of Parking Permits, Grant applications, Welfare Rights and Online School Payments.

Priority 2 – Continue to improve the Corporate Website, ensuring it is accessible, fit for purpose and up to date

As at September 2016, all of the Council's website had been updated with 97% of pages bilingual (21 pages outstanding are with the Welsh Translation Unit). SOCITM rated a few areas of the website 4* with an overall rating of 2*. Work has begun to redevelop the Micro-sites (in the region of 20 sites) to ensure they are fit for purpose and meet the needs of the public.

Priority 3 – Reduce the demand for more expensive channels

The number of people accessing our services online has continued to grow with a cumulative 65% of transactions being undertaken online where that service is provided. A breakdown of some of the online access to services is highlighted below:

Service Provided Online	% Take up online (April – Sept 2016)
Van Permits	78%
Refuse and Recycling Equipment Orders	73%
Bulky Household Items	42%
Pest Control Appointments	35.5%
Skips & Scaffolding Permits	473 permits online in 6 months

Priority 4 – Protect the Council's Reputation

Press Enquires are received into the Communications Team daily and 73% of these are responded to the same day or within one day. 173 Press Releases, Statements and Responses were issued from April – September 2016 – this being a mix of pro-active and reactive releases and statements.

Priority 5 – Promote and strategically manage the role of Social Media within the Council

In 2016/17 we introduced a Welsh Twitter and Facebook page and corporate social media messages are now delivered bilingually. We monitor the take-up and engagement in all social media channels is growing. Staff training is being undertaken to ensure staff who manage Social Media accounts are aware of their responsibilities and a Social Media Guidance document is being developed.

Priority 6 – Deliver a cost effective print and graphics commissioning service

The Print Commissioning Unit continues to work with service managers to ensure that efficient printing solutions are achieved. This includes obtaining the best prices for printing work and also redesigning documents to ensure a cost-effective solution.

Priority 7 – Provide an online catalogue of public information.

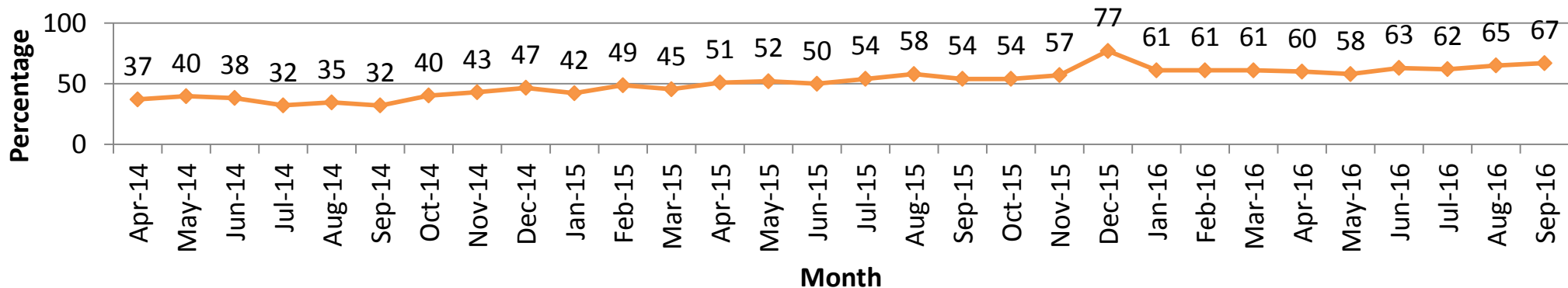
After the initial trial, there are now 13 bookcases for a variety of services available on our website (e.g. Council Tax, Fostering, Recycling), which hold downloadable information, in both Welsh and English, in graphic form. Further roll-out of bookcases will continue in 2016/17.

Measure	2014-15 Actual (Full Year)	2015-16 Actual (Full Year)	Comparative Performance	2015-16 Qtr. 2 (cumulative)	2016-17 Qtr. 2 (cumulative)
% Customers Accessing Digital Channels (Priority 1, 2, 3 & 7) (See Figure 1 below)	30%	60%		52% (13,895 out of 26,444)	62% (28,634 out of 45,994)
% Bilingual Website (Priority 1, 2, 3 & 7)	30%	92%	-	64% (1087 of 1661pages)	97% (1051 of 1072 pages)
SOCITM Website Rating (Priority 1, 2, 3 & 7)	1*	2*	-	1*	2*

<p>Average days to respond to Media Enquiries:</p> <ul style="list-style-type: none"> • Same Day • Within 1 Day <p><i>(Priority 4)</i></p>	-	60%	-	62%	60%
	-	22%		29%	73%
<p>Number of Active Accounts Facebook and Twitter (excl Schools):</p> <p>Number of Inactive Accounts</p> <p><i>(Priority 5)</i></p>	113 unknown	72 41	-	62 -	73 40
<p>Number of followers as at 30th Sept 2016:</p> <p>Twitter – English</p> <p>Twitter – Welsh</p> <p>No of Page Likes as at 30th September 2016:</p> <p>Facebook – English</p> <p>Facebook – Welsh</p> <p><i>(Priority 5)</i></p>	-	-	-	8324	9992
	-	-		-	63
	-	-		2011	4361
	-	-		-	17
<p>Online Public Information Catalogue</p> <p><i>(Priority 6 & 7)</i></p>		0		0	13 bookshelves are in place on various services webpages. Ongoing analysis of downloadable documents.
<p>Corporate measure (CM01):</p> <p>a) Number of transactional services fully web enabled (Digital By Choice Programme)</p> <p>b) Number of transactional services partially web enabled</p> <p><i>(Priority 1, 2, 3 & 7)</i></p>	2	6		6	8
	0	1		0	1

Figure 1:

**% of Online Transactions Per Month
April 2014 - September 2016**



**Section 5:
Financial Quadrant 2016-17:**

All expenditure for the service is within budget.

	Measure	2014-15 Actual (Full Year)	2015-16 Actual (Full Year)	2016-17 Qtr. 2 (projected to year end)

	Corporate Measure (CM02): % revenue expenditure within budget Revenue Budget £	100% £-	99% £246,856	100% £169,211	
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Corporate Measure (CM03):

Amount of FFP savings: 0%

Amount of FFP savings at risk: 0%

**Section 6:
Employee Quadrant 2016-17 Sickness 2014/2015**

Sickness

The sickness for the section has increased slightly but still remains well below the Directorate and Council average. The number of staff who have received their EDRs is currently 50%,but 100% will have received their EDRs by the end of the year.

Measure	2014-15 Actual (Full Year)	2015-16 Actual (Full Year)	2015-16 Qtr. 2 (cumulative)	2016-17 Qtr. 2 (cumulative)
Corporate Measure (CM04): Average FTE (full time equivalent) working days lost due to sickness absence				
Service: Communications and Digital Services	16.5 days	2.3 days	1.6 days	2.6 days
<i>Total Service FTE days lost in the period</i>	210	27	19	33
Directorate: Chief Executives	8.0 days	6.0 days	2.7 days	3.9 days
Council:	9.4 days	9.7 Days	4.2 Days	4.6 days
		2015-16 Actual (Full Year)	2015-16 Qtr. 2 (cumulative)	2016-17 Qtr. 2 (cumulative)
Corporate Measure (CM11): Staff engagement Measure		95% of the team said they were very engaged or engaged in their work.	The next staff engagement survey will be completed during 2017-18.	
Corporate Measure (CM05): % of staff who have received a		100%	75%	50%

	performance appraisal during 2016-17 (Target 100%) Number of staff who have received a performance appraisal during 2016-17	11	9	6	
	Corporate Measure (CM06): Number of employees left due to unplanned departures	0	0	0	

Section 7: Customer

We undertook a recent survey on Web Usage and this shown an improvement on last year, highlighting the work done to date has a positive impact on the way people communicate with us via the website. We have:

- made the website ‘mobile friendly’ which means the website is now accessible on mobile phones and tablets as well as on PC’s and laptops
- introduced a series of ‘call to action’ buttons which make it easier to request services from the Council
- introduced a series of digital libraries, where the public can download documents straight to their devices

Measure	2015-16 Actual (Full Year)	2015-16 Qtr. 2 (cumulative)	2016-17 Qtr. 2 (cumulative)
Corporate Measure (CM07): Total number of complaints Internal External (from the public)	0	0	0
Corporate Measure (CM08): Total number of compliments Internal External (members of the public)	126	36	26
Corporate Measure (CM09): customer satisfaction measure/s: Percentage of customers very satisfied/satisfied or OK with improvements made to services available on-line – General look and feel	91%	91%	96%
More of our customers find the website easier to use: Percentage very satisfied/Satisfied or OK with ease of getting around site.	83%	83%	90%
More of our customers can access the information/service they want (on our website) first time: Percentage very satisfied/Satisfied or OK with ease of finding information/Services.	78%	78%	84%