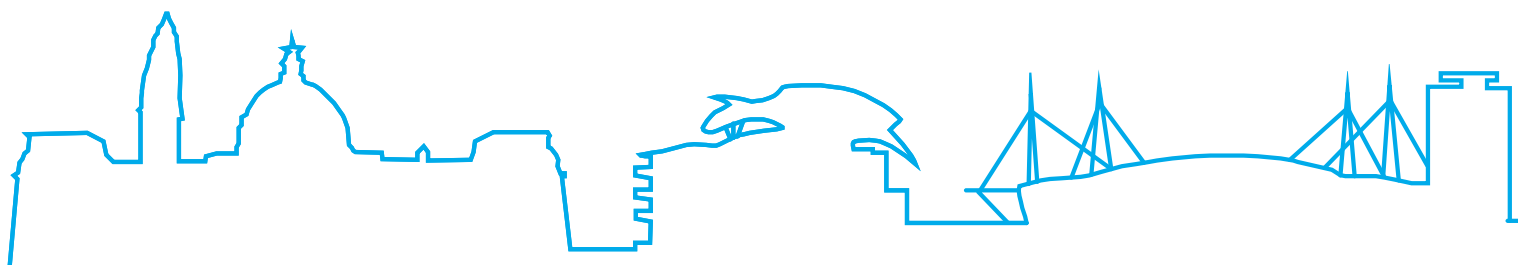


8. Communications

You can navigate the document using links in the table below:

8.1	<u>Communications</u>
8.1.1	The City of Cardiff Council and its partners produce a range of information to keep members of the public informed. How easy is it to understand the information the City of Cardiff Council provides?
8.1.2	The City of Cardiff Council provides a range of Communication channels including Connect to Cardiff and Hubs. How easy is it to access the services the City of Cardiff Council provides?
8.1.3	The City of Cardiff Council now produces a free quarterly paper called 'In Cardiff', which is available to pick up in Superstores, Hubs, Libraries and Council Buildings.
8.1.4	The City of Cardiff Council is using the Social Media Channels Facebook and Twitter to connect with residents.
8.2	<u>City of Cardiff Council Website - www.cardiff.gov.uk</u>
8.2.1	In the last 6 months, approximately how often have you visited the Council's website?
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8.2.4	How would you rate The City of Cardiff Council website?
8.2.5	Please rank the following activities by how likely you would be to access them online:
8.2.6	A user ID could enable you to check balances, access further services, and view previous requests and their status. Would you consider using an ID or account when accessing Council Services online through the website?
8.2.7	Do you use other public service websites?



8.3

Connect to Cardiff

8.3.1 When you contact the Council, do you use Connect to Cardiff (C2C)?

8.3.2 If you have used C2C, how would you rate the service provided?

8.3.3 Were C2C able to resolve your enquiry?

8.3.4 Do you have any other feedback for us?

8.3.5 What language do you use when you contact C2C?

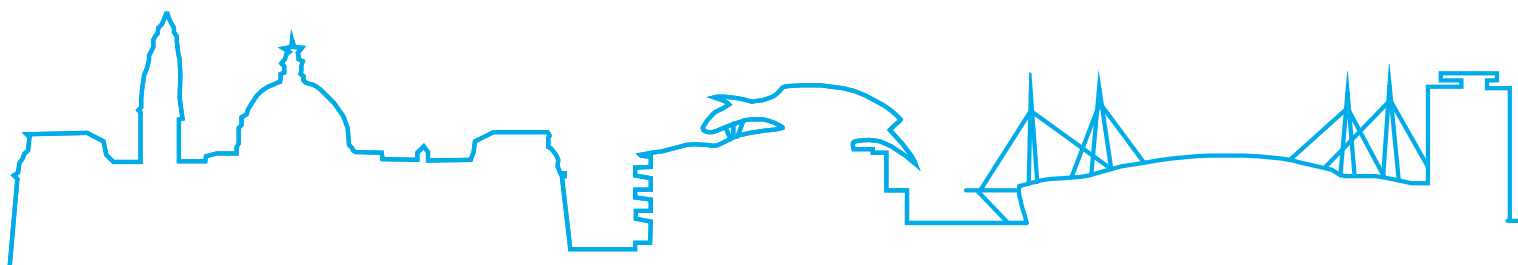
8.4

C2C - Welsh Language

8.4.1 How would you rate the quality of the C2C Welsh language service?

8.4.2 Can you explain why?

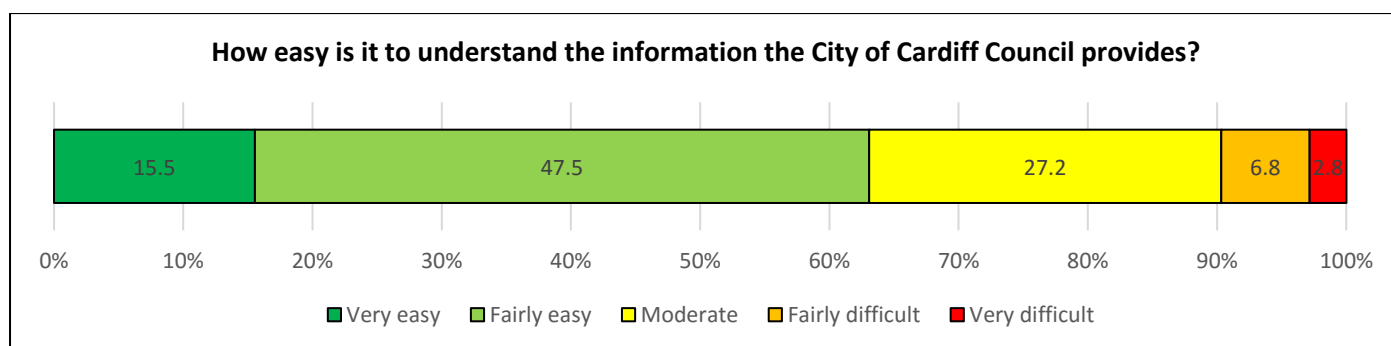
8.4.3 If you chose not to converse with us in Welsh, can you explain why?



8.1 Communications

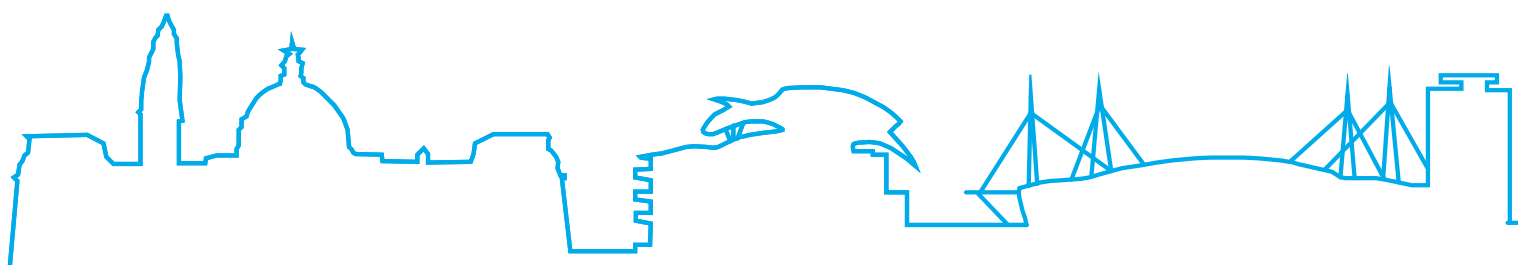
8.1.1 The City of Cardiff Council and its partners produce a range of information to keep members of the public informed. How easy is it to understand the information the City of Cardiff Council provides?

Almost two-thirds (63.0%) felt it was 'very' or 'fairly' easy to understand the information the Council provides, contrasting with just 9.6% of rated this as 'very' or 'fairly' difficult.

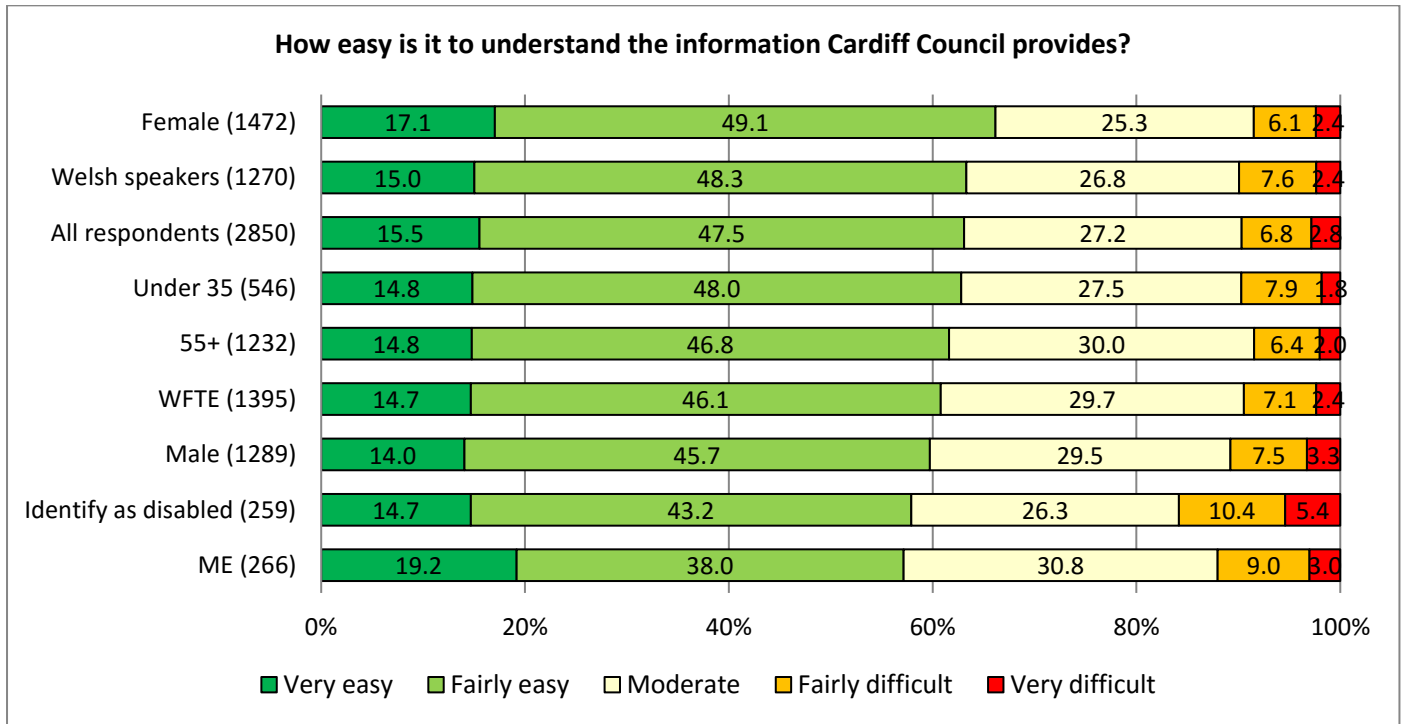


Base: 2850. Excludes 'Don't Know' responses.

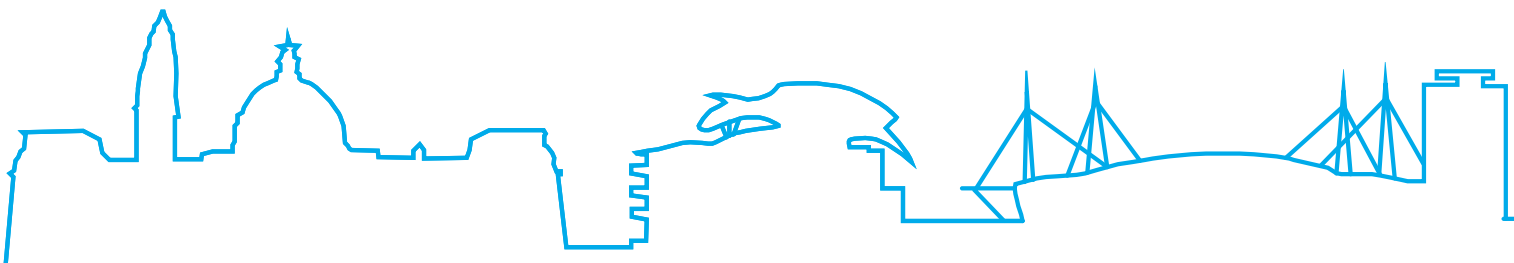
Women were most likely to rate information from the Council as 'very' or 'fairly' easy to understand (66.2%), contrasting with those from a minority ethnic background (57.1%). Respondents who identified themselves as disabled were most likely to find such information 'very' or 'fairly' difficult to understand (15.8%).



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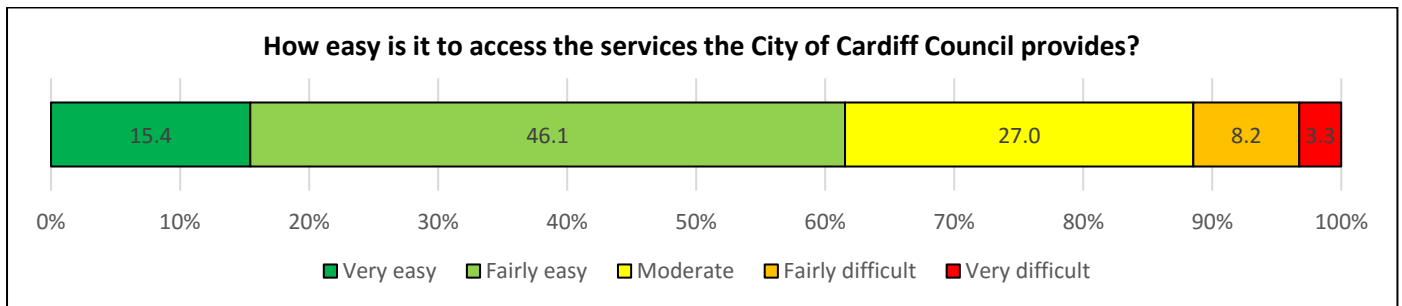
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Ask Cardiff Residents Survey 2016

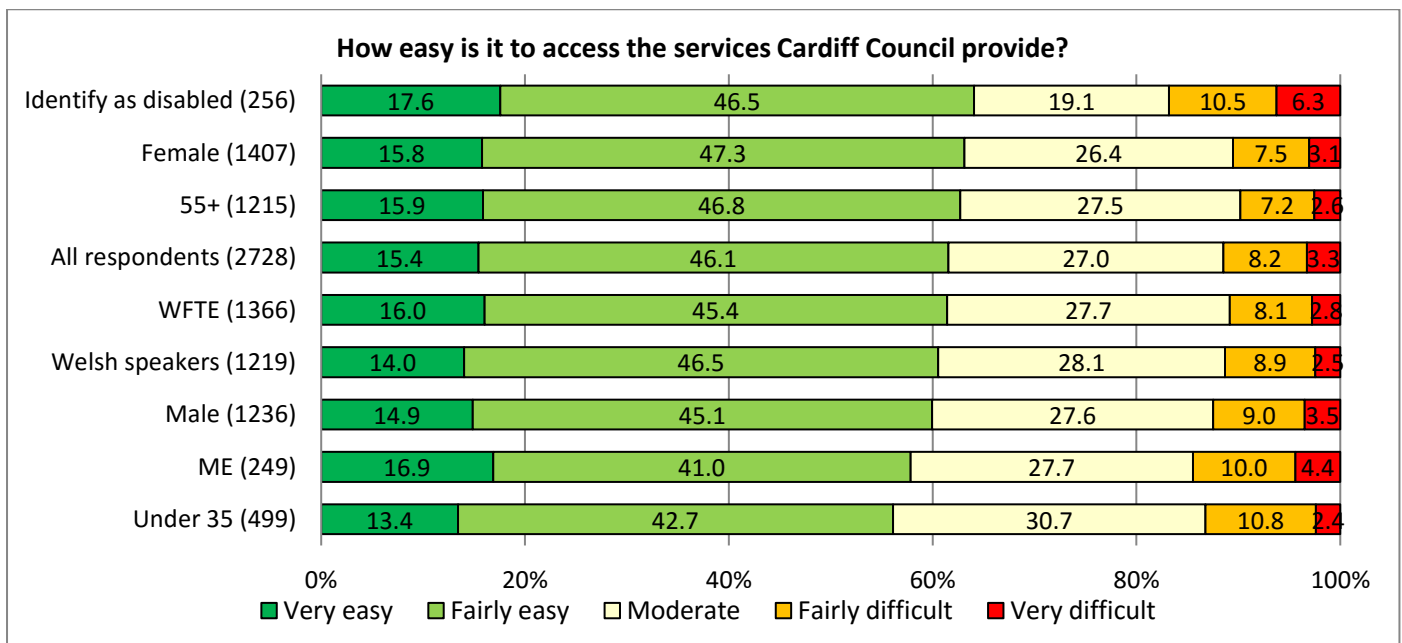
8.1.2 The City of Cardiff Council provides a range of Communication channels including Connect to Cardiff and Hubs. How easy is it to access the services the City of Cardiff Council provides?

Services provided by the Council were seen as easy to access, with 61.5% rating this as 'very' or 'fairly' easy.

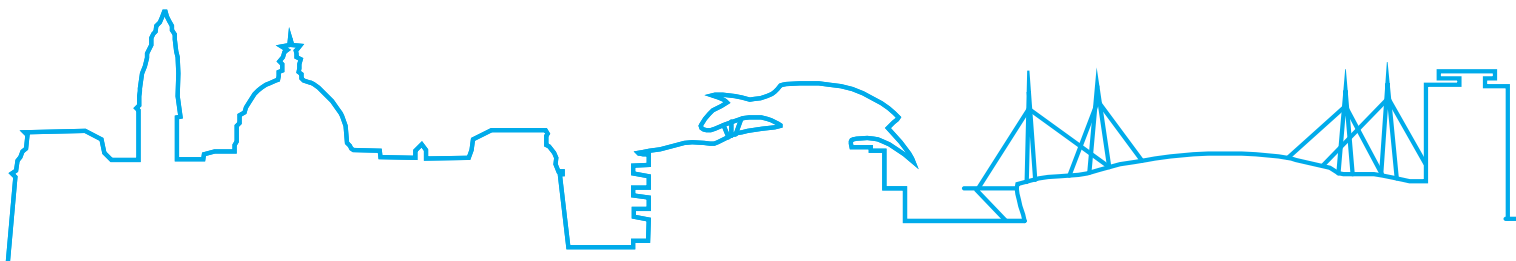


Base: 2728. Excludes 'Don't Know' responses.

As a group, respondents who identified themselves as disabled found it both most easy (64.1%) and most difficult (16.8%) to access Council services. Those under the age of 35 were least likely to find accessing services easy (56.1%).



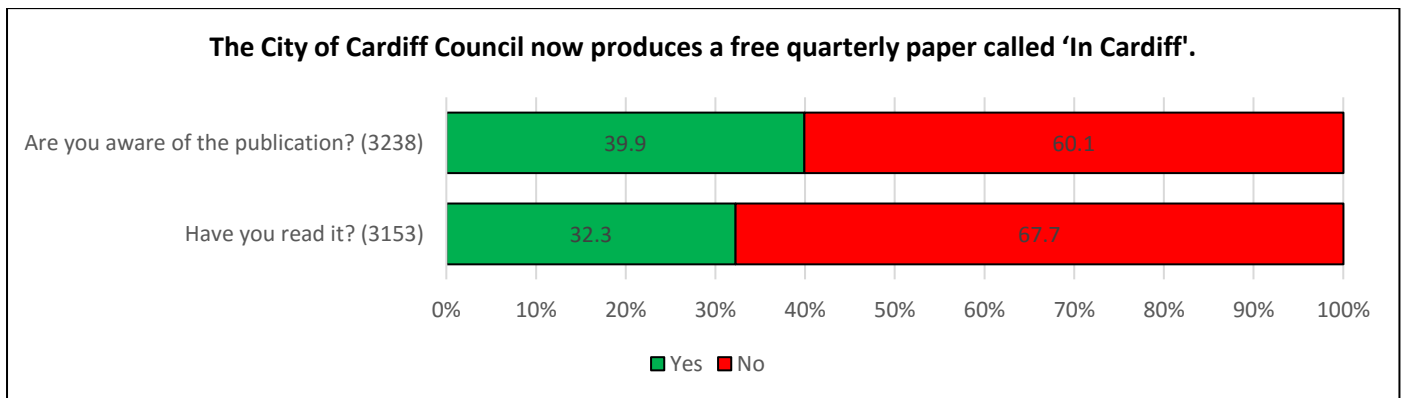
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Ask Cardiff Residents Survey 2016

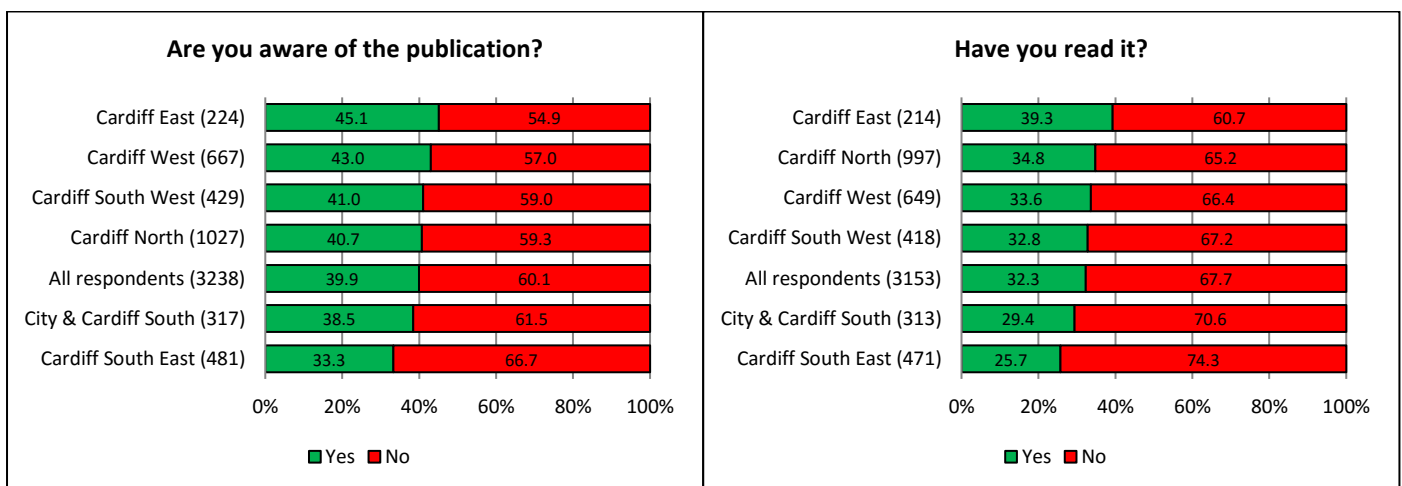
8.1.3 The City of Cardiff Council now produces a free quarterly paper called 'In Cardiff', which is available to pick up in Superstores, Hubs, Libraries and Council Buildings.

Two in five respondents (39.9%) were aware of 'In Cardiff'; just under a third (32.3%) had read the publication.

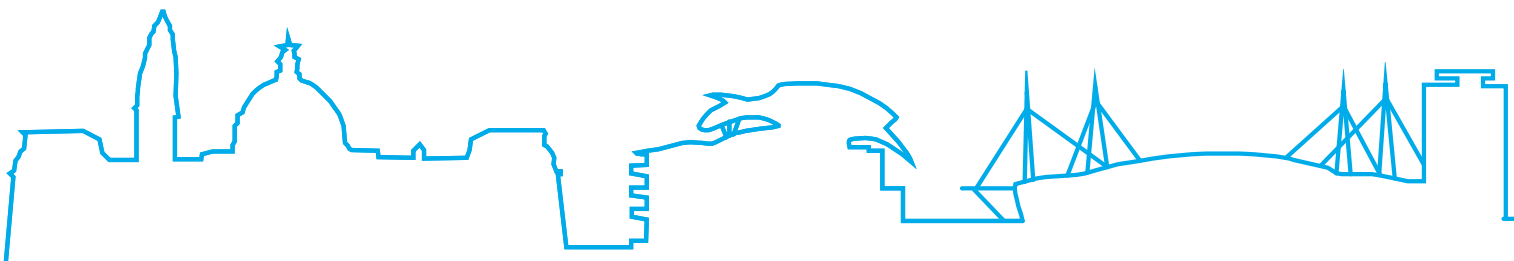


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Respondents living in Cardiff East were most likely to have heard of, and read, 'In Cardiff' (45.1% and 39.3%), contrasting with those living in the Cardiff South East Neighbourhood Partnership Area (33.2% and 25.7%).

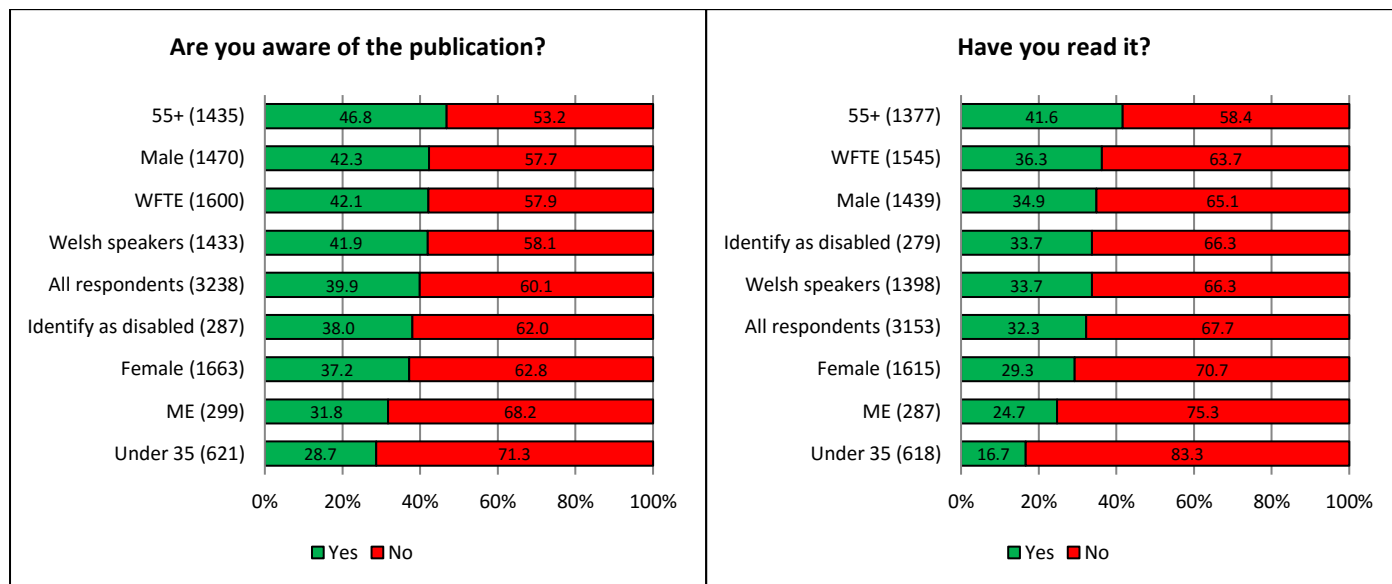


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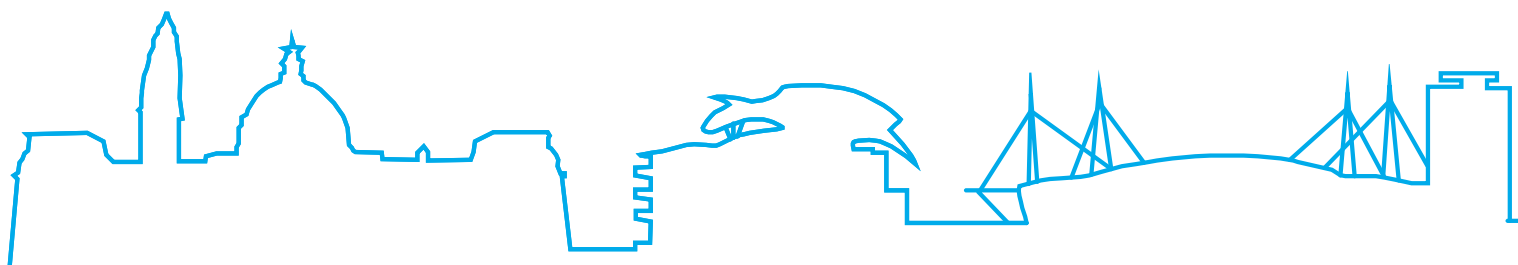


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Those over 55 were most likely to be aware of, and have read 'In Cardiff' (46.8% and 41.6%), contrasting with those aged under 35 (28.7% and 16.7%).

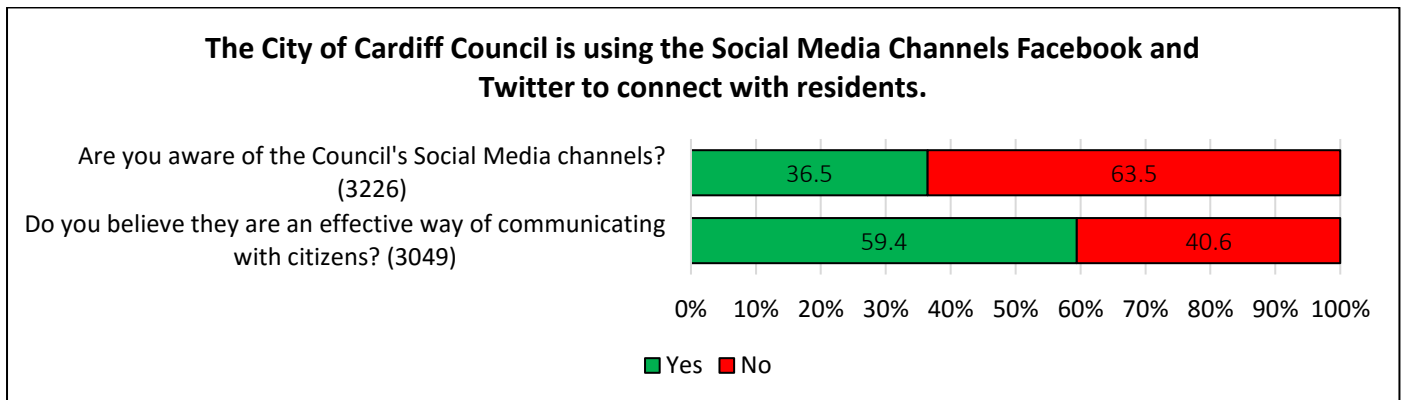


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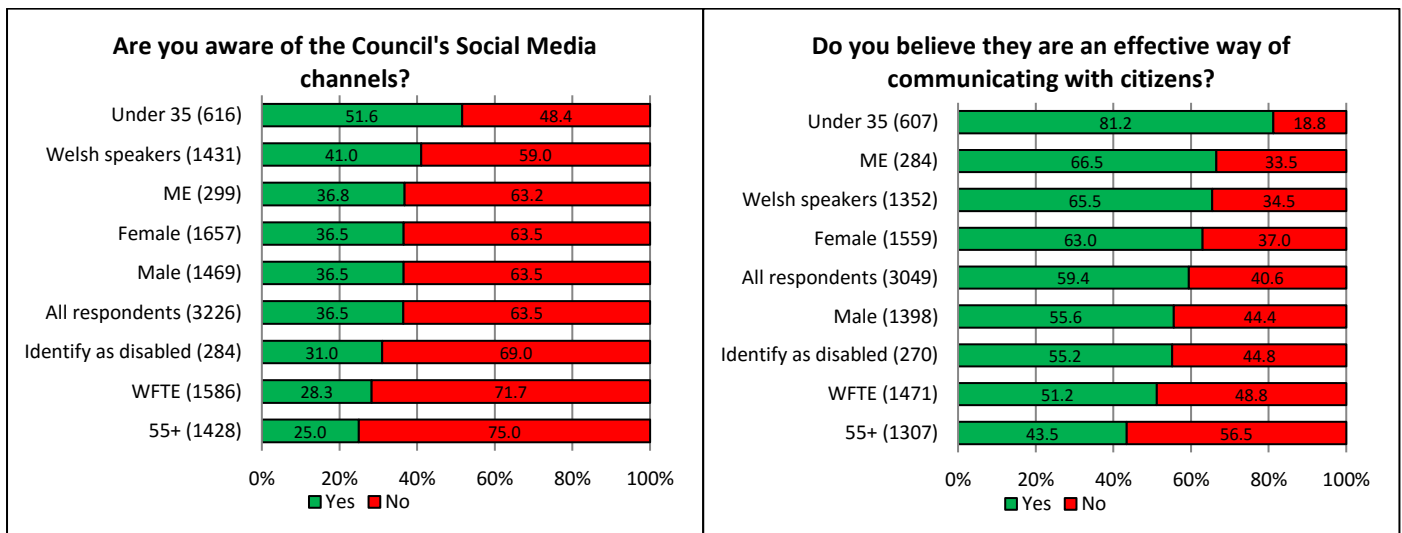
8.1.4 The City of Cardiff Council is using the Social Media Channels Facebook and Twitter to connect with residents.

Just over a third of respondents (36.5%) were aware of the Council’s Social Media Channels; three in five (59.4%) agreed they are an effective way of communicating with citizens.

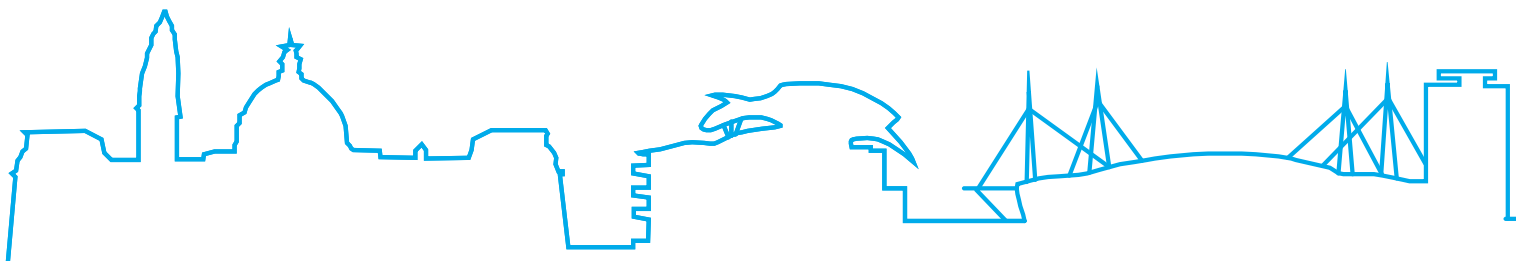


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Respondents under the age of 35 showed the highest level of awareness of the Council’s Social Media Channels, and belief that they were an effective way of communicating with citizens (51.6% and 81.2% respectively), particularly contrasting with those aged 55 or over (25.0% and 43.5%).



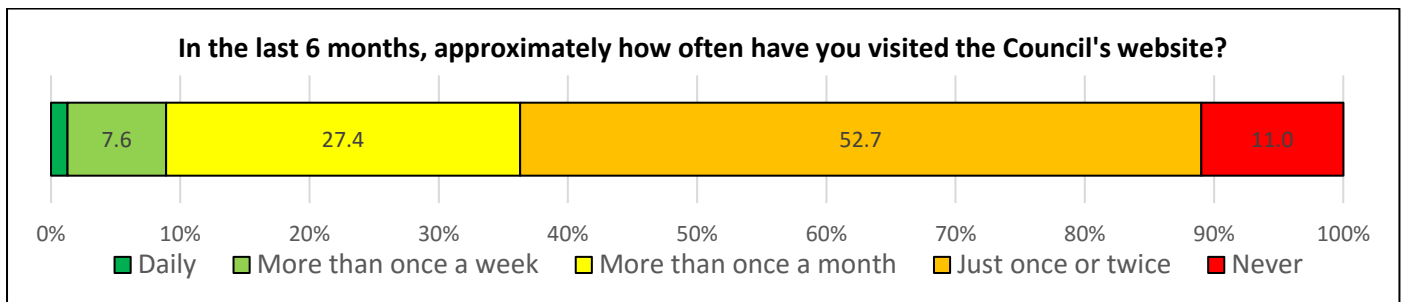
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8.2 City of Cardiff Council Website - www.cardiff.gov.uk

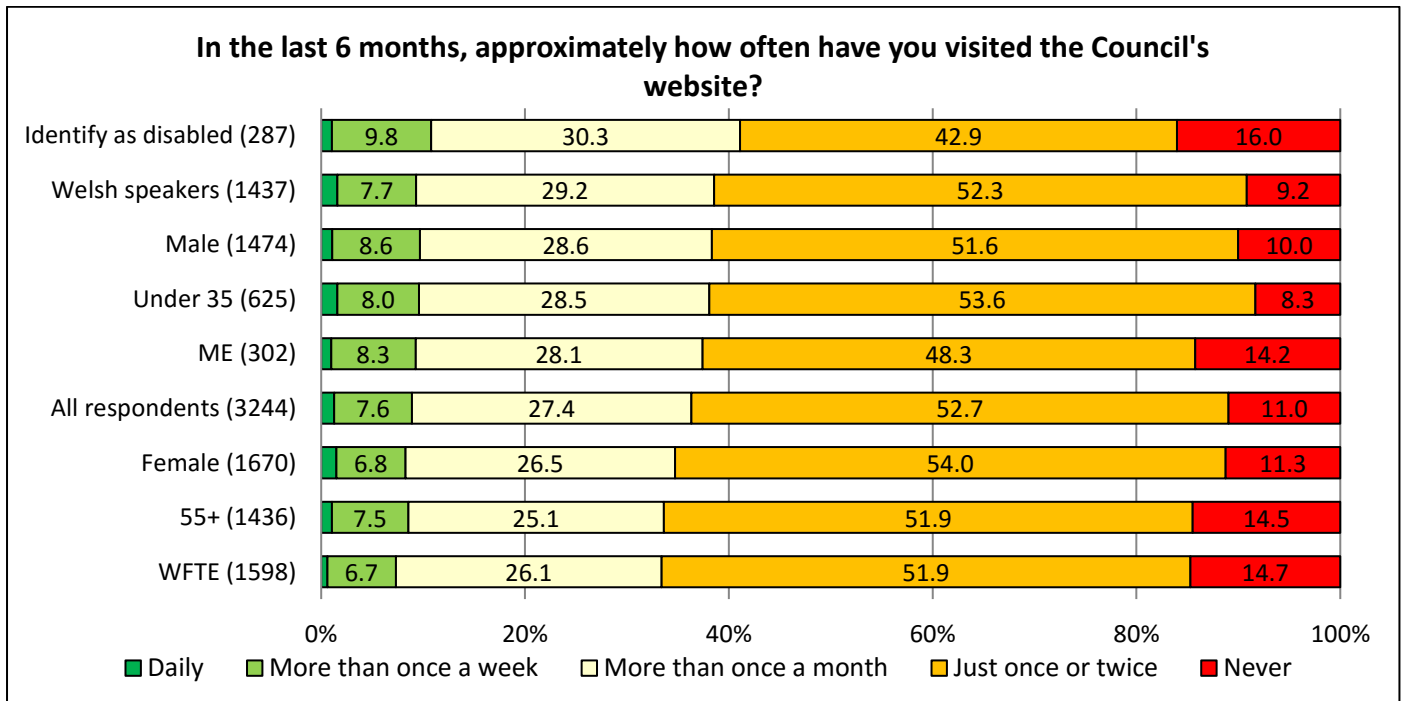
8.2.1 In the last 6 months, approximately how often have you visited the Council's website?

Just over a third of respondents (36.3%) visited the website at least once a month

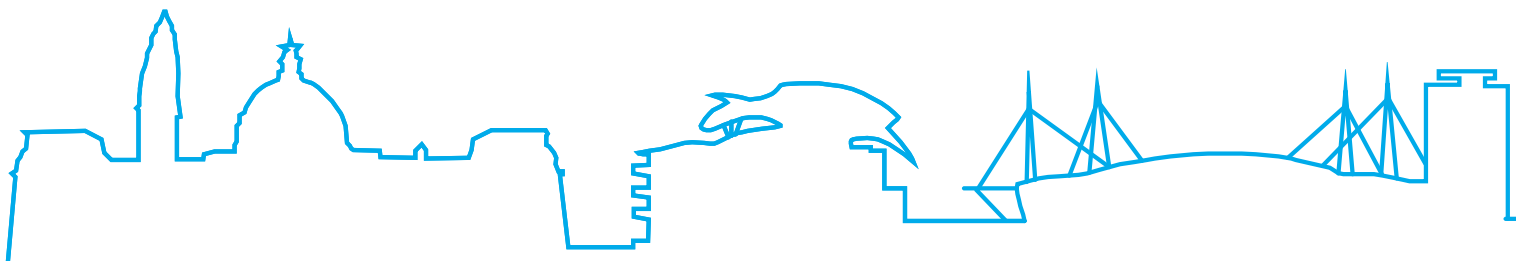


Base: 3244.

Respondents who identified themselves as disabled, and Welsh speakers were most likely to visit the site (41.1% and 38.6% respectively visiting at least once a month).

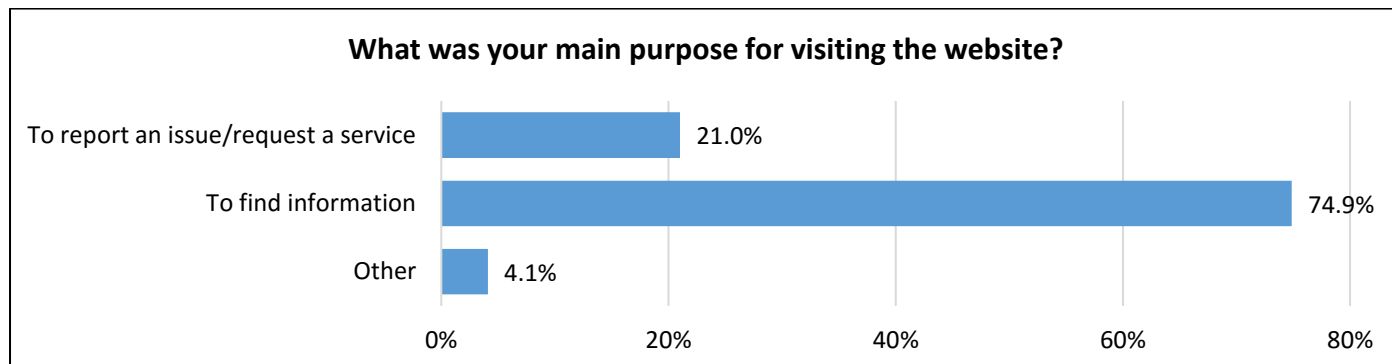


Base sizes shown in brackets. Excludes 'Don't Know' responses.

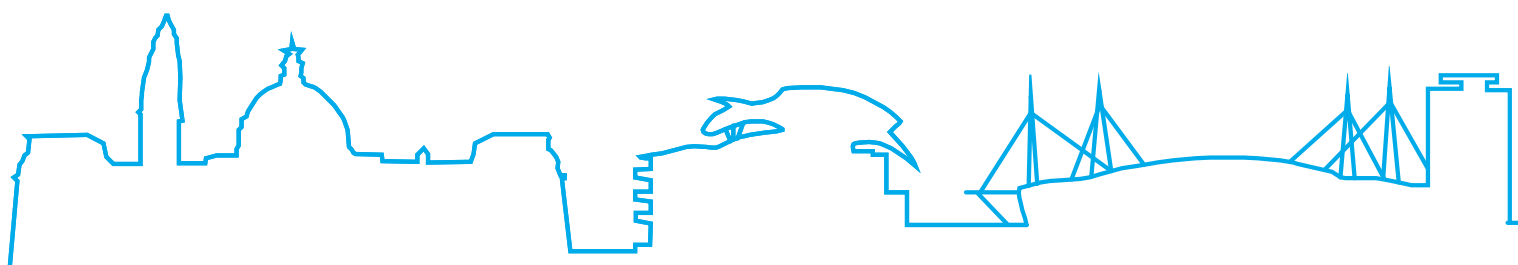


8.2.2 What was your main purpose for visiting the website?

Three-quarters of those visited the website 'to find information' (74.9%), with a fifth visiting 'To report an issue/request a service' (21.0%).

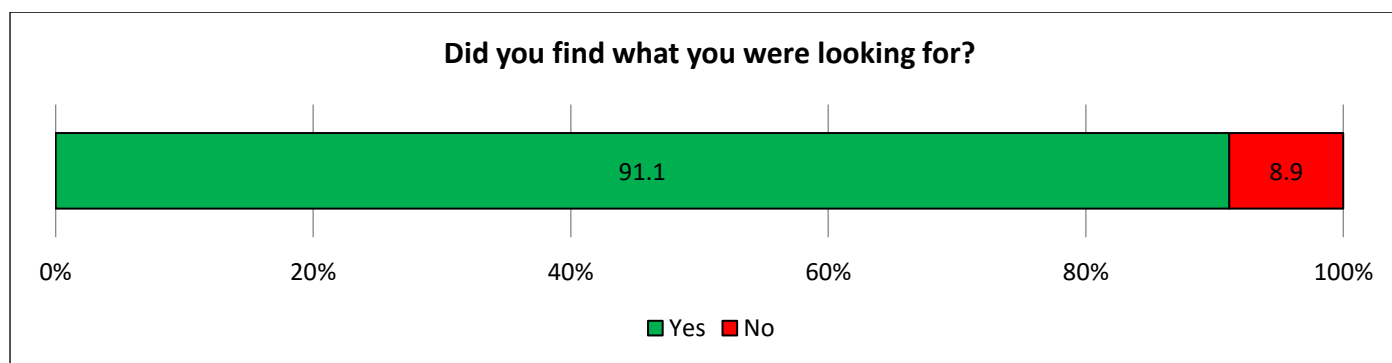


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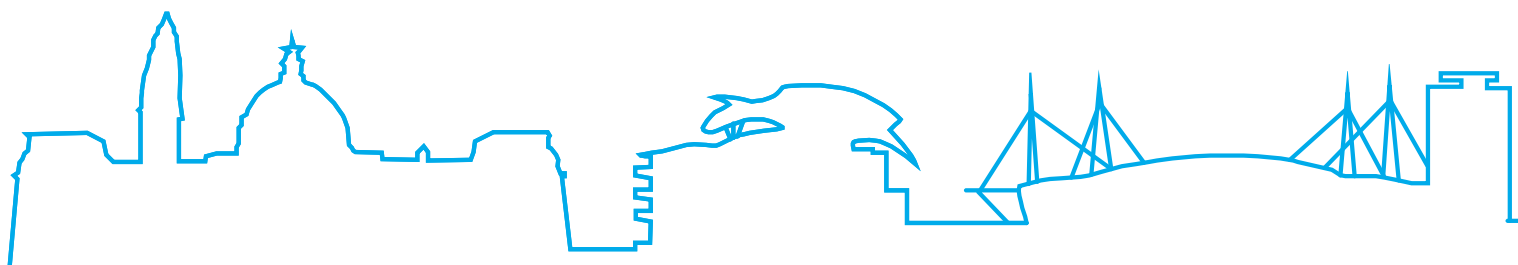


8.2.3 Did you find what you were looking for?

More than nine in ten users were able to find what they were looking for (91.1%).

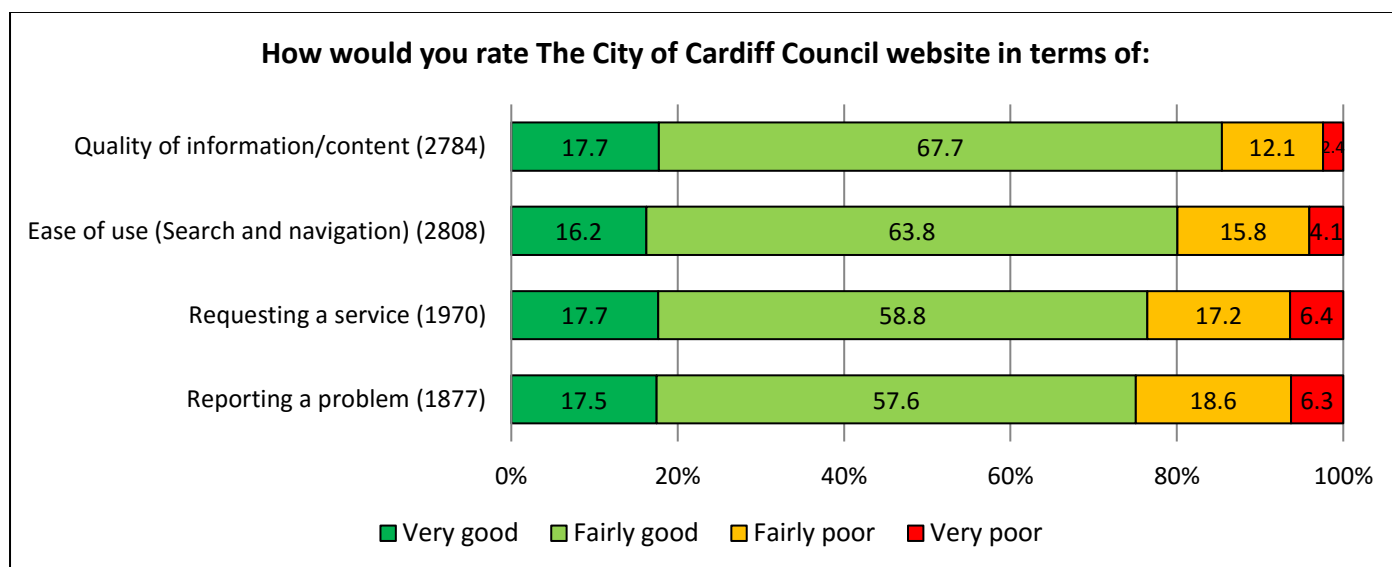


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8.2.4 How would you rate The City of Cardiff Council website in terms of:

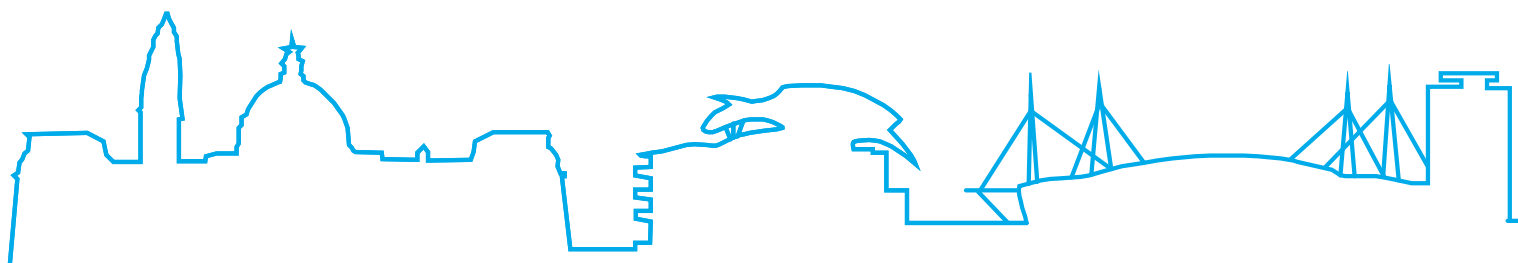
At least three quarters of respondents rated the website as 'very' or 'fairly' good for quality of information/content (85.4%), ease of use (80.1%), requesting a service (76.4%) and reporting a problem (75.1%).



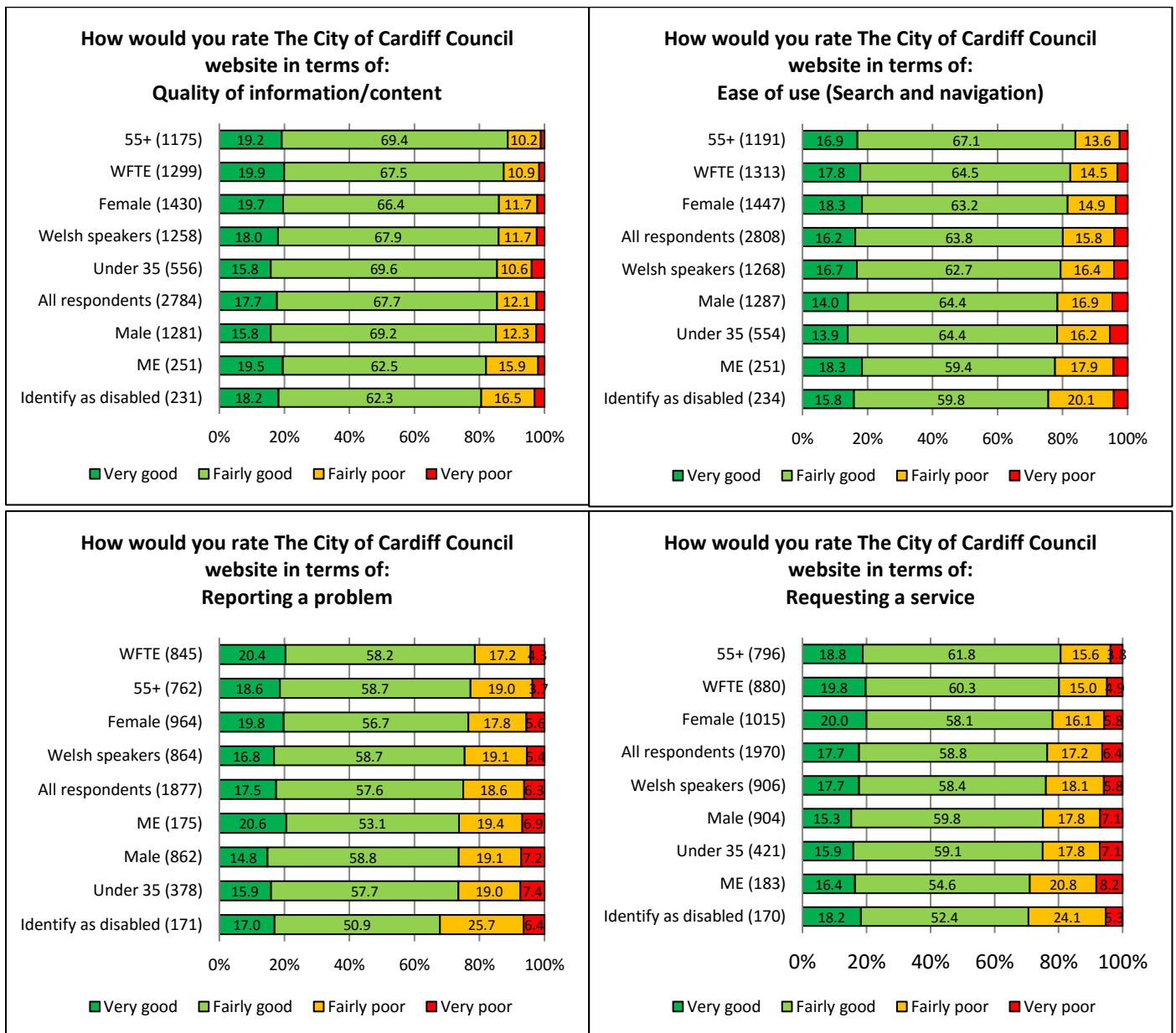
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Respondents who identified themselves as disabled, the most frequent users of the website, consistently rated each aspect of the website as poorer than the other sub-groups analysed.

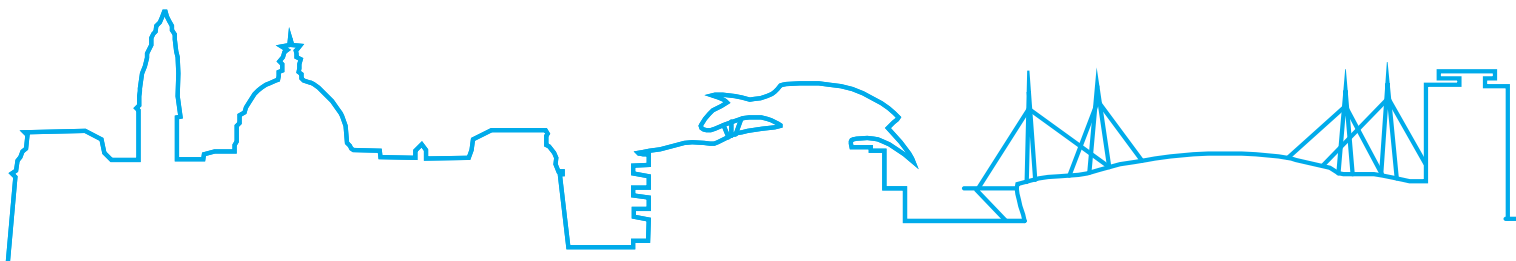
Those aged over 55, respondents without full-time employment, and women (the three groups identified as the least frequent users of the website) rated each of the four aspects of the website most highly.



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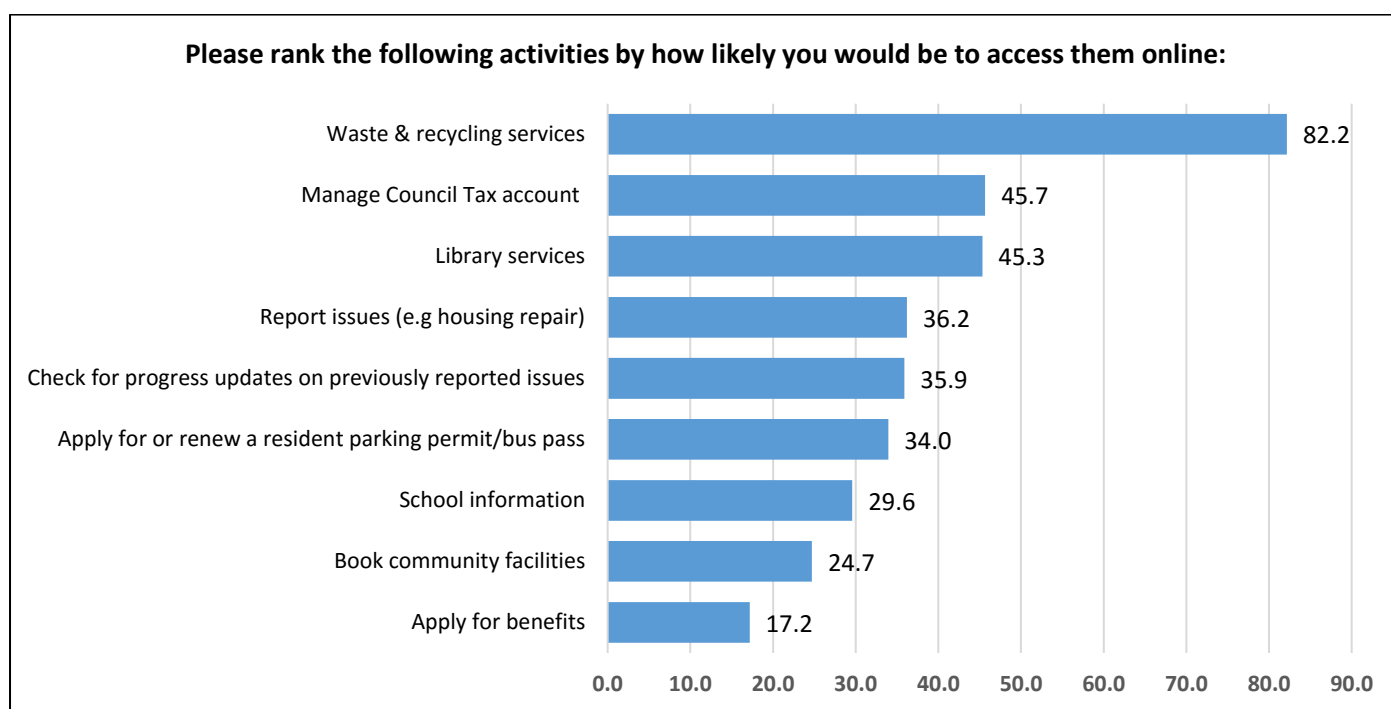
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The Council is always seeking out new technologies that may require investment but which will save money in the long term. Digital Cardiff is our investment in digital technology alongside traditional phone and face-to-face services.

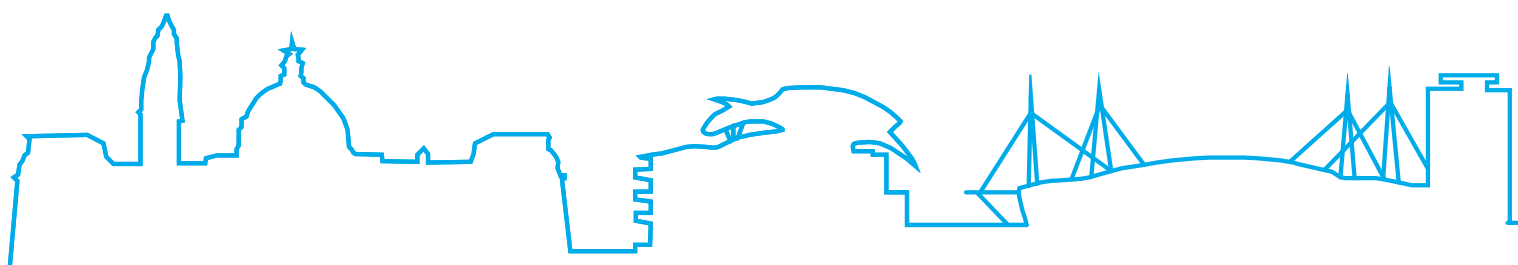
8.2.5 Please rank the following activities by how likely you would be to access them online:

Respondents indicated they would be most likely to access 'Waste and recycling services' online with 82.2% of all respondents including this in their top three priorities (including 55.1% who ranked this as their first priority).

Just under half of respondents selected 'Manage Council Tax account' (45.7%) or 'Library services' (45.3%).

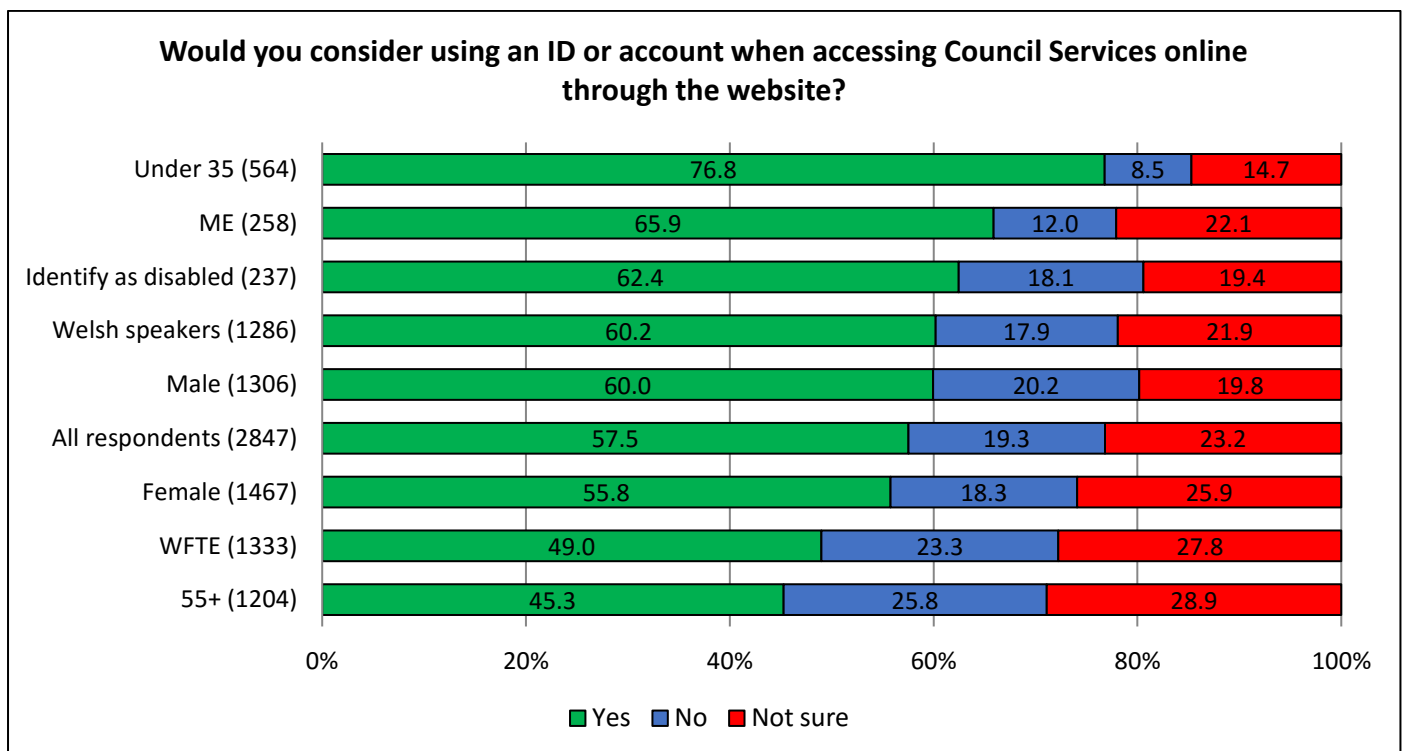


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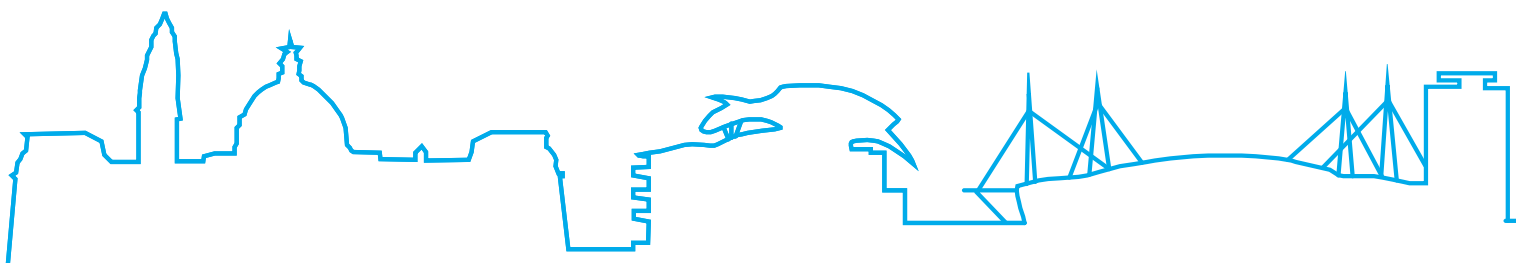


8.2.6 A user ID could enable you to check balances, access further services, and view previous requests and their status. Would you consider using an ID or account when accessing Council Services online through the website?

Over half of respondents (57.5%) would consider using an ID or account when using the Council website with respondents under 35 most likely to do so (76.8%).

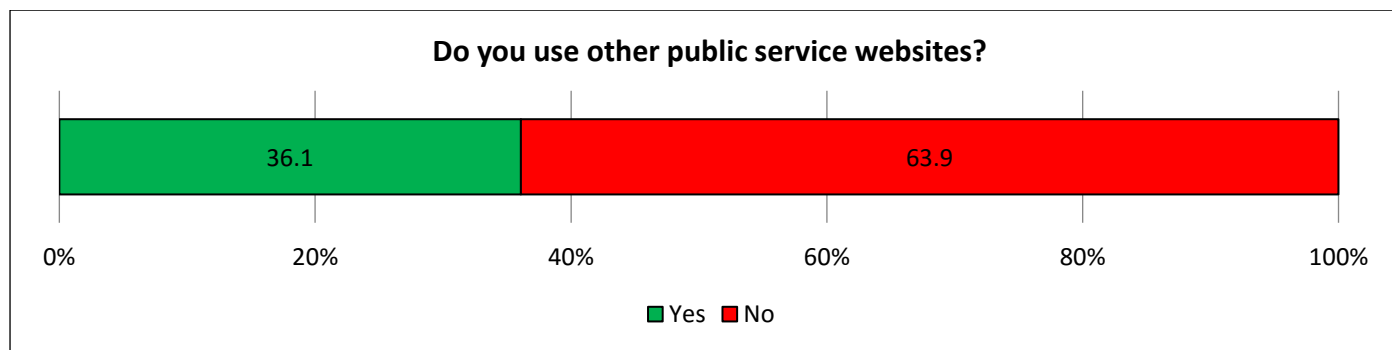


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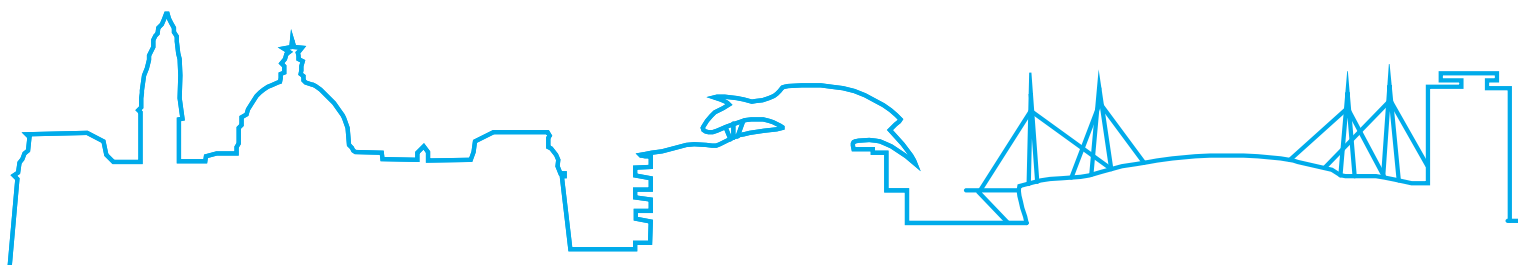


8.2.7 Do you use other public service websites?

Most respondents (63.9%) did not use any other public service websites.



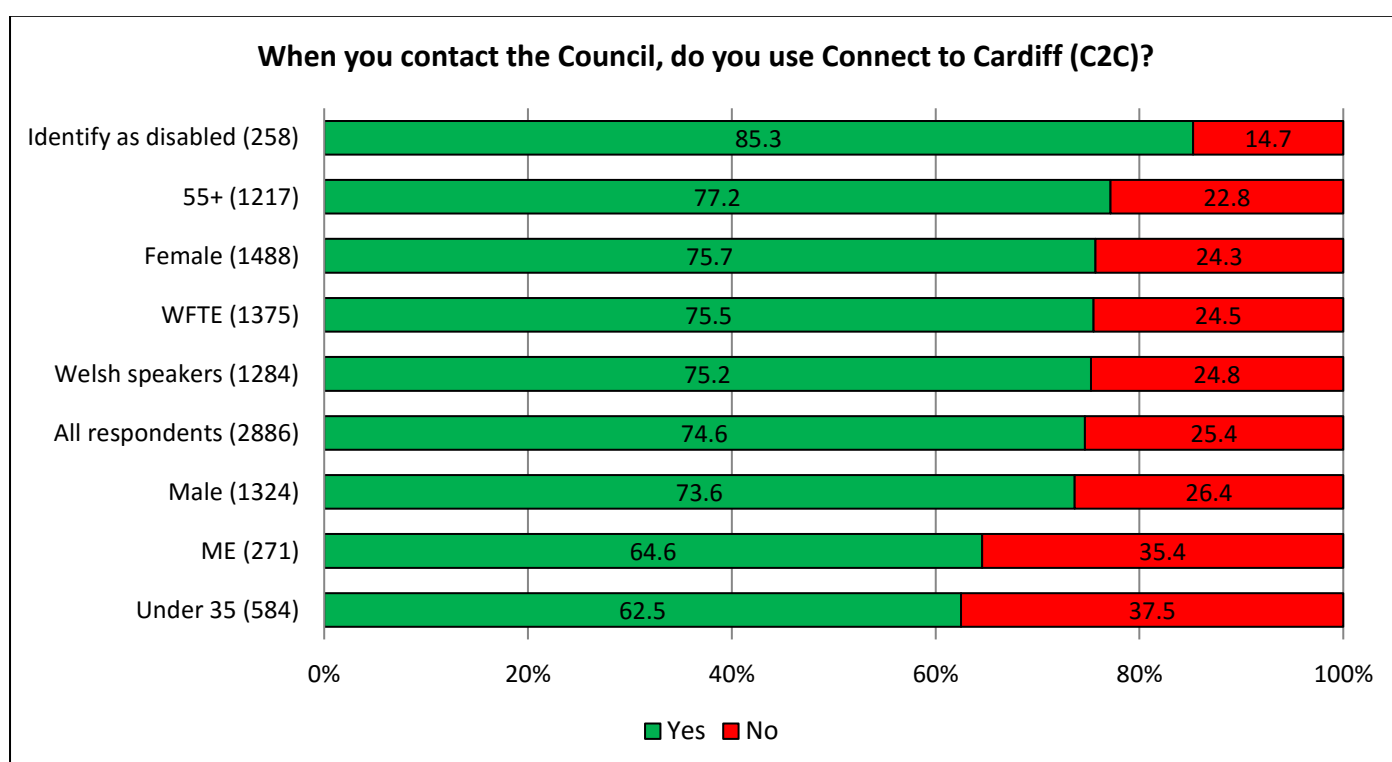
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8.3 Connect to Cardiff

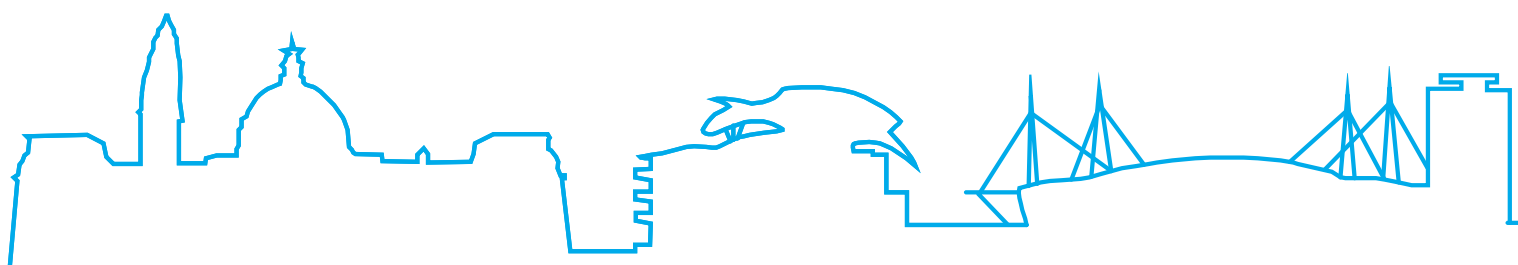
8.3.1 When you contact the Council, do you use Connect to Cardiff (C2C)?

Three quarters of all respondents (74.6%) used C2C to contact the Council; respondents who identified themselves as disabled were most likely to use this service (85.3%), whilst those under 35 were least likely to (62.5%).



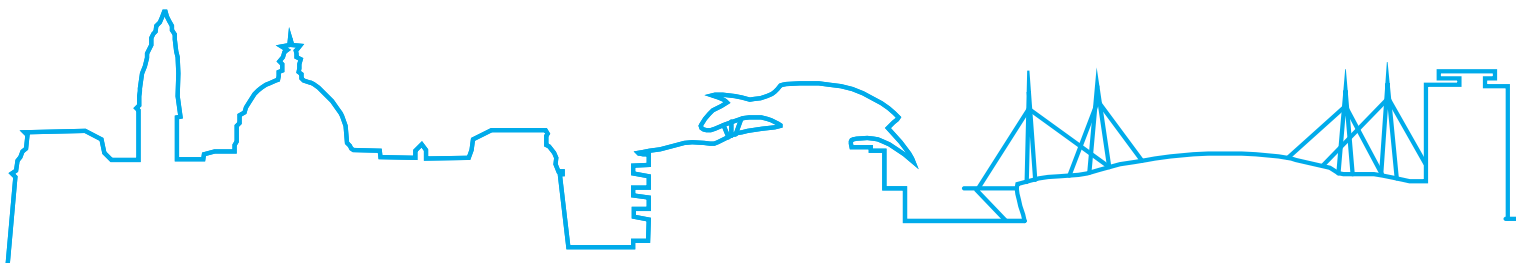
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Those who said they did not use C2C to contact the Council were asked to outline why this was the case. Almost half (47.1%) had a 'Lack of knowledge' of the service, with 21.5% 'Preferring other forms of contact'. Around a fifth of respondents commented that they 'Rarely contact Council' (21.5%). Just 4.1% said they didn't use C2C because of it being a 'Poor service'.



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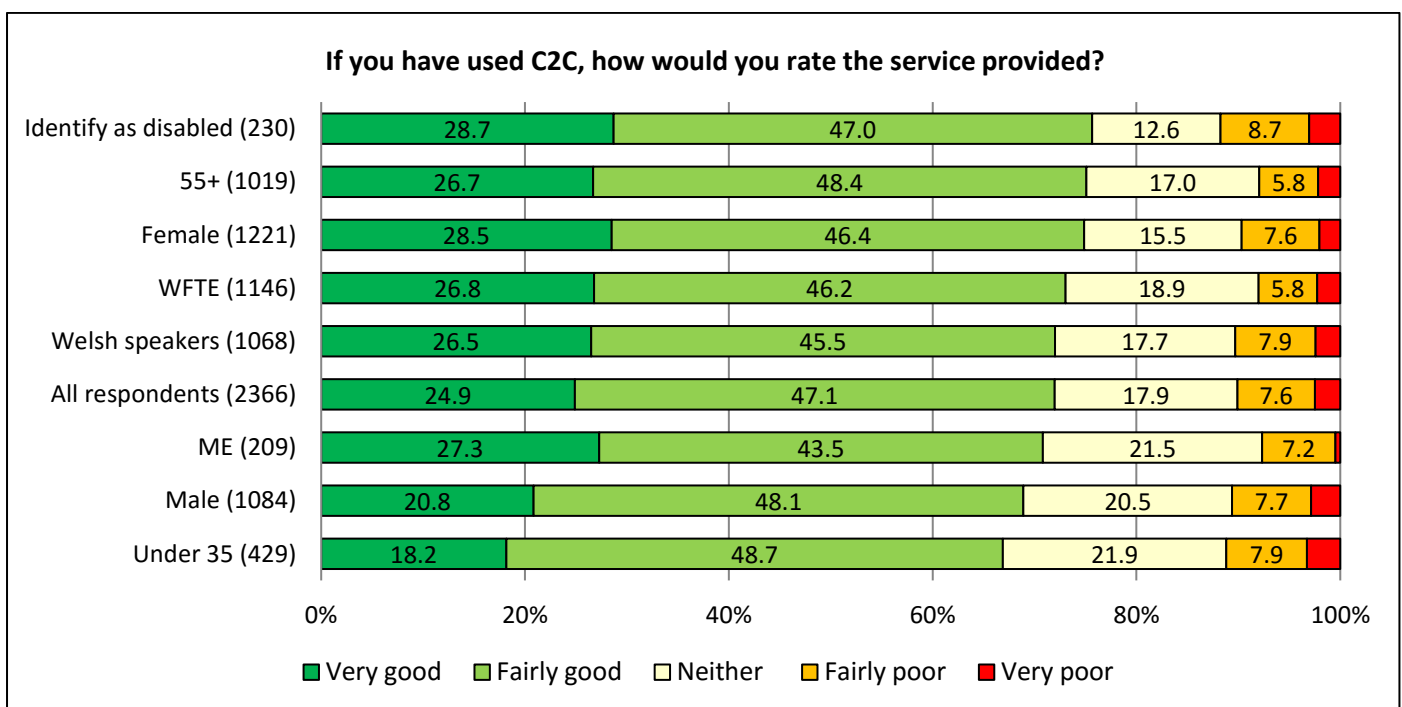
Theme	No	%	Example comments
Lack of knowledge	263	47.1	<ul style="list-style-type: none"> I have never heard of this service. I am not familiar with C2C. Not aware of this channel of communication. Unaware of C2C - it's not given enough publicity.
Rarely contact Council	120	21.5	<ul style="list-style-type: none"> I don't contact the council. I have not had any reason to contact the council. I just don't tend to contact that Council that regularly.
Prefer other methods of contact	120	21.5	<ul style="list-style-type: none"> Prefer person to person. I resolved my issue via email - very good and fast service. Thanks! I have used other communications methods, such as email correspondence and social media.
Poor service	23	4.1	<ul style="list-style-type: none"> I have been told wrong information in the past.
Not sure	16	2.9	<ul style="list-style-type: none"> I may have done so, but I'm not sure.
Miscellaneous comments	14	2.5	<ul style="list-style-type: none"> I keep forgetting about it.
Contact department directly	7	1.3	<ul style="list-style-type: none"> Like to deal with the relevant section directly.
Other	7	1.3	<ul style="list-style-type: none"> Non resident.



8.3.2 If you have used C2C, how would you rate the service provided?

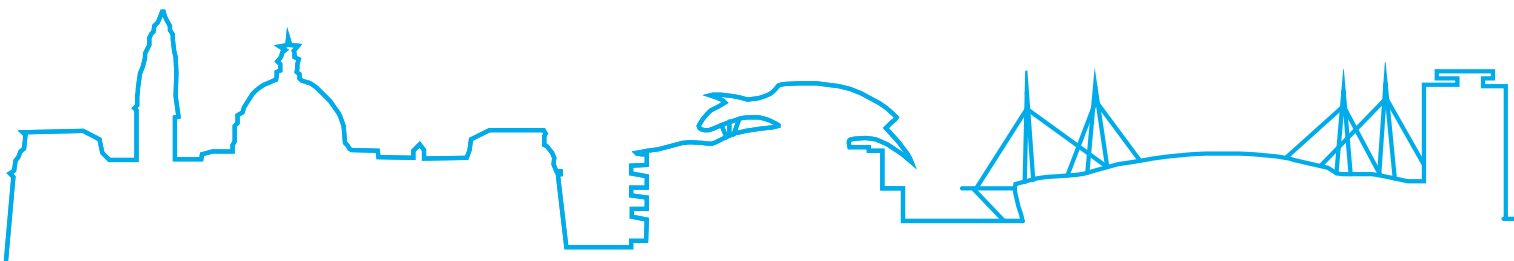
Overall, 72.0% of those using C2C rated it as 'very' or 'fairly' good, with just 10.1% rating it as 'very' or 'fairly' poor.

Respondents who identified as disabled rated the service most highly, with 75.7% saying the service was good, compared with (66.9%) of under 35s.



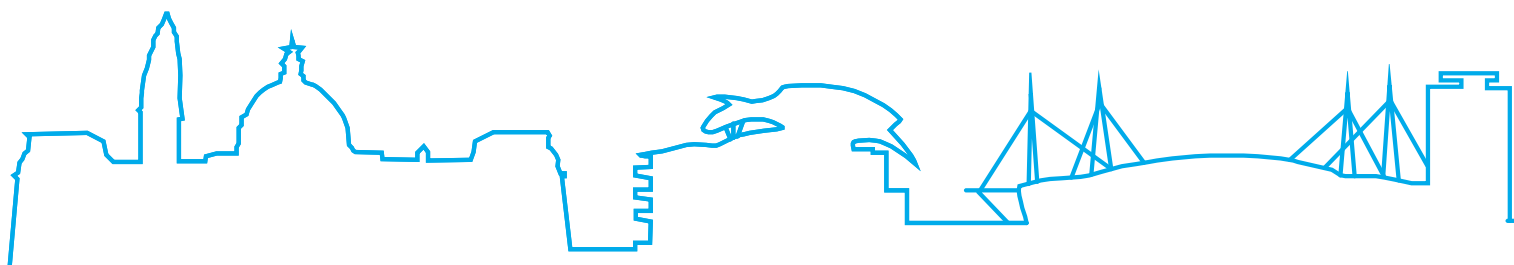
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Respondents were asked to give their reasons for their rating of the service; these have been grouped into the categories below. Over a quarter of responses related to the staff being 'Efficient and knowledgeable' (27.4%), ahead of 'Helpful and friendly' (20.7%) and 'Satisfactory service' (16.1%). However not all the comments were positive with 13.5% relating to the 'Long and complicated process' and 12.5% to 'Poor customer services'.



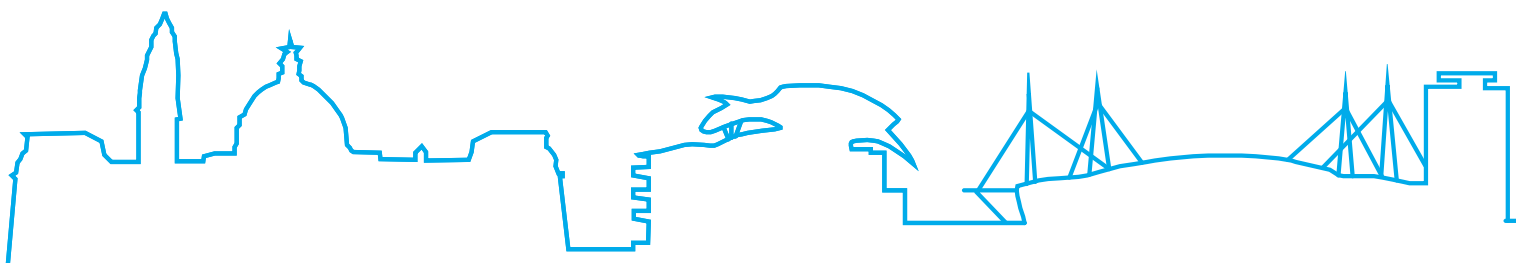
Ask Cardiff Residents Survey 2016

Theme	No	%	Example comments
Efficient and knowledgeable	391	27.4	<ul style="list-style-type: none"> • Very efficient and accurate information provided. • Fast response with an enquiry about household waste. • Respond quickly to emails and have been able to answer all queries. • I had to contact C2C over a very serious problem and the person who helped over a period of 48 hours was excellent, knowledgeable and very helpful. First rate service.
Helpful and friendly	295	20.7	<ul style="list-style-type: none"> • Staff are always friendly and helpful. • Prompt, polite and efficient response. Appeared to be really interested in the query RE rubbish bin provision. Very satisfied. • Consistently polite, friendly people, pleasure to deal with. • Try to resolve query promptly I have hearing impairment (both ears) always patient.
Satisfactory service	229	16.1	<ul style="list-style-type: none"> • They were able to answer my question. • Received correct reply from advisor. • The subject of my enquiry was dealt with!
Long and complicated process	192	13.5	<ul style="list-style-type: none"> • Difficult to get through to a person who can give concrete answers. Long waiting time on the phone. • Complexity. Classification of topics and issues are often confusing. Plain English should be used, not 'council-speak'. • There are often a lot of queues and sometimes people don't know the answers to issues. Sometimes the service seems inflexible.
Poor customer service	175	12.3	<ul style="list-style-type: none"> • A serious lack of people taking ownership of queries, and passing from pillar to post. • I have to contact C2C all the time for work, I spend ages waiting to get through to someone and I almost always get through to someone rude and unhelpful; they can't wait to get you off the phone to deal with the next call. • They don't actually help or do what they say they will do.
Problem not resolved	109	7.6	<ul style="list-style-type: none"> • Nothing gets resolved or done. • They ignored a report of graffiti which is still there 6 months and 5 reports later. • It took several contacts and attempts for the problem to eventually be resolved. Sometimes we would be passed along to someone else, others we were told the issue was resolved only to find out that it was not. We were trying to correct an address error in the system which would not allow us to apply for a parking permit. It unfortunately took months to resolve.
Variable service	93	6.5	<ul style="list-style-type: none"> • Sometimes the staff are knowledgeable on other occasions though they seem to have very little understanding of the issue you are referring to. • They take my issues on board but sometimes it seems the issue is not progressed. At other times there is a quick response (eg sending someone to deal with a fallen tree.)
Lack of knowledge	88	6.2	<ul style="list-style-type: none"> • Poorly trained, couldn't answer my questions and I ended up hanging up the phone. • On the rare occasion I have contacted them, they don't seem to have the answers.
Forwarded to right department	67	4.7	<ul style="list-style-type: none"> • Easy to get to the department that you need. • I had to use C2C to report rubbish problems, they were very polite and put me through to waste management
No response to contact	66	4.6	<ul style="list-style-type: none"> • Response is very delayed. • No response to my request ever received.



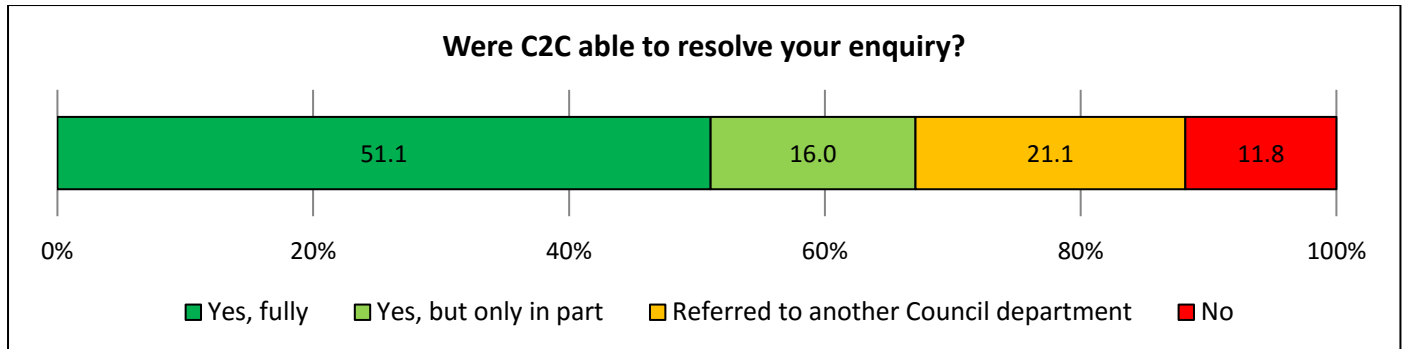
Ask Cardiff Residents Survey 2016

Rarely or never use	65	4.6	<ul style="list-style-type: none"> • <i>Don't use it often enough to judge.</i> • <i>NEVER HEARD OF IT.</i>
Other service areas not helpful	40	2.8	<ul style="list-style-type: none"> • <i>The actual operators are fantastic, its the depts. they put you through to that don't always follow through.</i>
Want to go direct to service	31	2.2	<ul style="list-style-type: none"> • <i>You are asked too many questions, not just pointed to the service one requires.</i>
Poor opening times	13	0.9	<ul style="list-style-type: none"> • <i>It's absolutely useless if you're calling out of hours to report something.</i>
Other	135	9.5	<ul style="list-style-type: none"> • <i>I dont mind the waiting time but suspect that more staff are needed. The music drives me mad (any music), it is so repetitive.</i> • <i>Report overfilled buses etc. at local park. Sometimes acted upon quite quickly. But why do I need to report - someone should check!!</i> • <i>Last query ended in a catch 22 situation.</i>

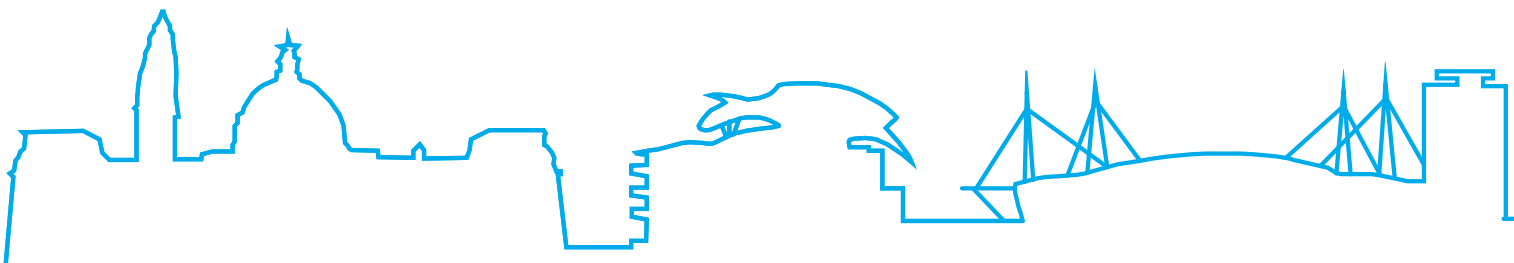


8.3.3 Were C2C able to resolve your enquiry?

C2C were able to fully resolve more than half of respondents' enquiries (51.1%), and partially resolve a further 16.0%. Just over one in ten (11.8%) did not have their query resolved.



Base: 2209.

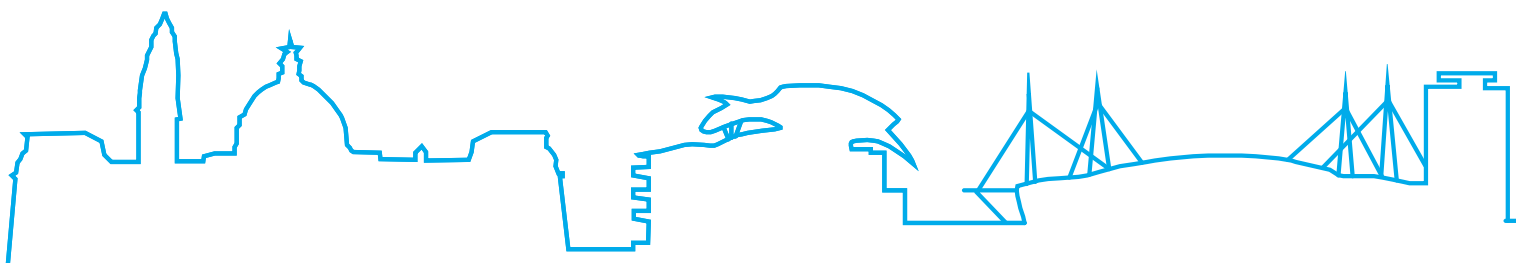


8.3.4 Do you have any other feedback for us?

Respondents were asked to give any other feedback about C2C with many comments similar to those for the preceding question. Of the 395 comments which were received almost a quarter related to a 'Need to improve service' (23.0%), ahead of 'Good service' (15.2%).

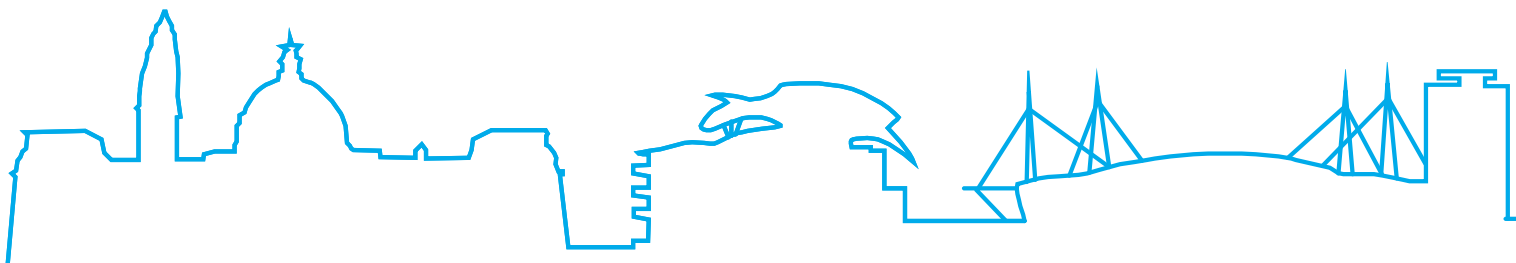
Some respondents used the question as an opportunity to comment on issues which were not related to Connect to Cardiff (19.0%).

Theme	No	%	Example comments
Need to improve service	91	23.0	<ul style="list-style-type: none"> I have on a few occasions been cut off after my call has been answered. I feel it has been deliberate as I can hear the staff chatting. I don't think my enquiry was properly interpreted. I asked about a delay in receiving a service that I had registered for and received a reply telling me how to register. Your internal phone directory is poor they can never find named individuals and you end up with a general office and someone not that interested answer the phone.
Non-C2C issues	75	19.0	<ul style="list-style-type: none"> Waste collection services seem very disorganised and inefficient. You have a raft of fines, please use them to enforce basics like refuses, dog fouling and parking. Potholes- do it once do it well - no temporary fixes please - the roads round here are shocking. Clear leaves before the block the drains. Enforcement plus awareness of flytipping and litter - especially for landlords as they need to be responsible for the actions of their tenants. Multi-lingualism (not just Welsh) is essential for education about flytipping etc.
Good service	60	15.2	<ul style="list-style-type: none"> C2C IS AN EXCELLENT SERVICE, CANNOT FAULT IT. Keep it going, it works.
Miscellaneous	47	11.9	<ul style="list-style-type: none"> There is no need to retain personal details, it feels intrusive and like state monitoring.
Problem not resolved	35	8.9	<ul style="list-style-type: none"> One of the alleyway gates next to my house not working properly, reported it and nothing has happened!!!!
Long and complicated	31	7.8	<ul style="list-style-type: none"> It is very annoying that it often takes exceedingly long to actually talk to a real person. Also, it seems that there are too many different departments that do not talk to each other.
Other areas unhelpful	32	8.1	<ul style="list-style-type: none"> After being referred to another team, no-one ever seems to call back.
Need training	25	6.3	<ul style="list-style-type: none"> I felt as if the person as trying to get me off the phone and did not want to help. Please provide better training and joined up election services.
Want to speak to service area	25	6.3	<ul style="list-style-type: none"> It would be helpful to speak to the relevant department directly.
Need to modernise	29	7.3	<ul style="list-style-type: none"> Your website is difficult to navigate, make it a lot easier and many of your 55K contacts each month will go away.



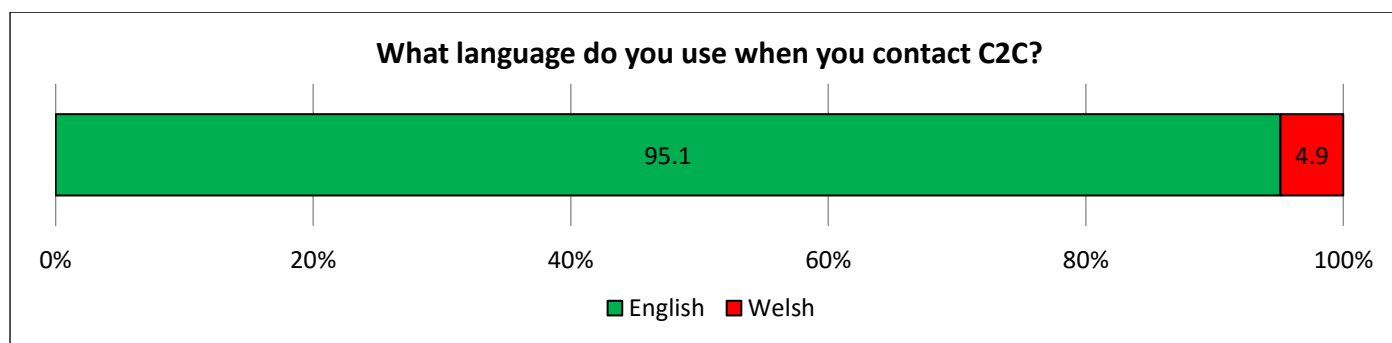
Ask Cardiff Residents Survey 2016

Want to contact by phone/face to face	12	3.0	<ul style="list-style-type: none"> Although quicker by telephone than using the online form. My husband reported a green bin that hadn't been emptied by phone I did it online not realising. They came out the same day for my husband but I received an email 3 days later.
Not heard of C2c	9	2.3	<ul style="list-style-type: none"> I need more information about C2C.
Limited opening hours	9	2.3	<ul style="list-style-type: none"> In a 24/7 society C2C hours are very limited.
Variable service	9	2.3	<ul style="list-style-type: none"> Need a more consist approach to staff training and monitoring. Most operators excellent. Some bored and less than effective.

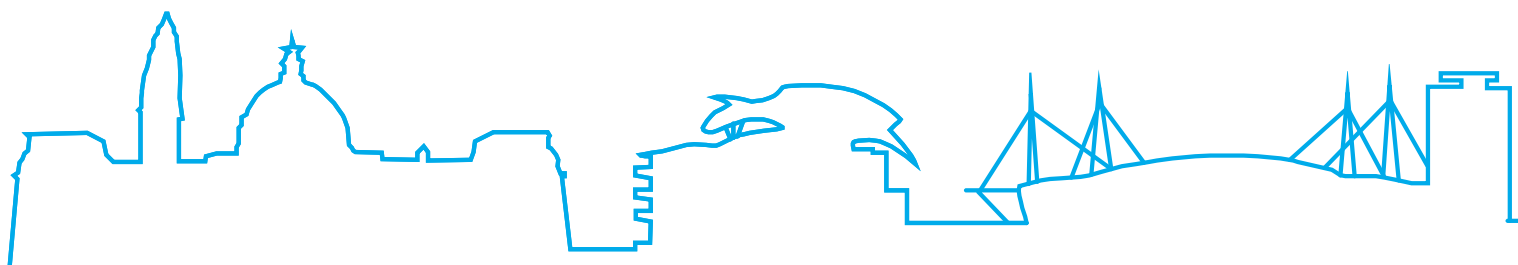


8.3.5 What language do you use when you contact C2C?

The overwhelming majority (95.1%) of respondents chose to use English when contacting C2C.



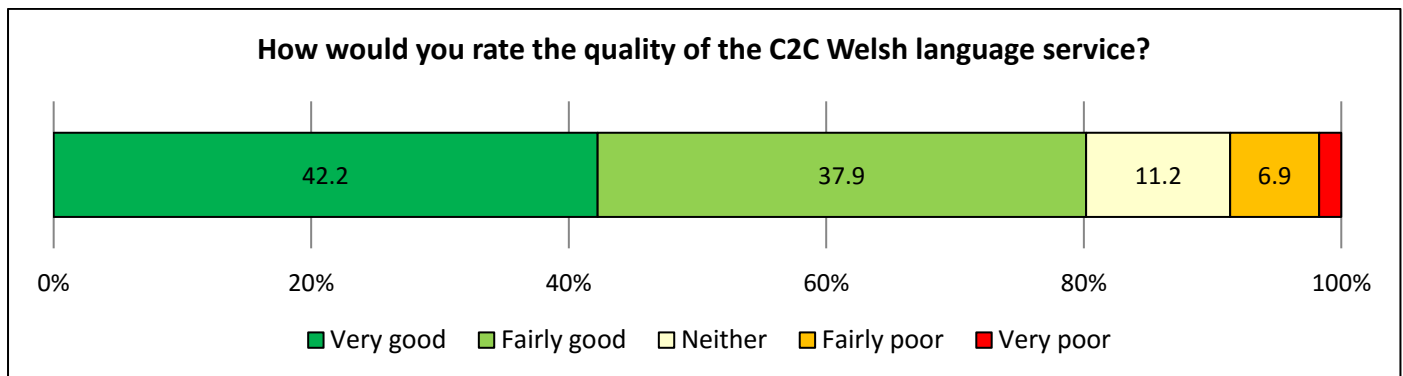
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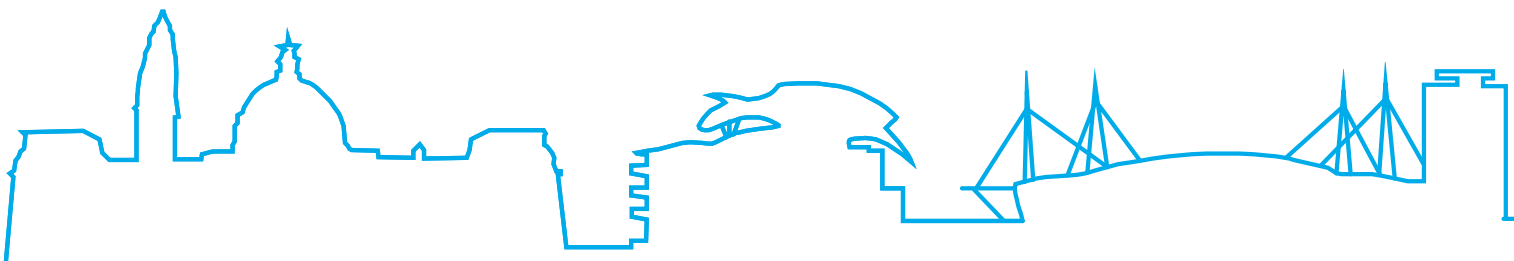
8.4 C2C - Welsh Language

8.4.1 How would you rate the quality of the C2C Welsh language service?

Welsh speakers were happy with the C2C Welsh language service, with 80.1% rating it as 'very' or 'fairly' good; just 8.6% felt the service was 'very' or 'fairly' poor.



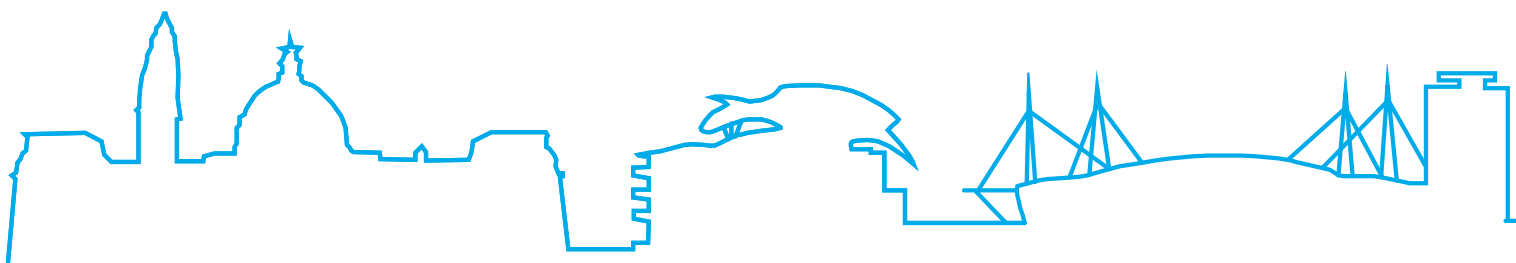
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8.4.2 Can you explain why?

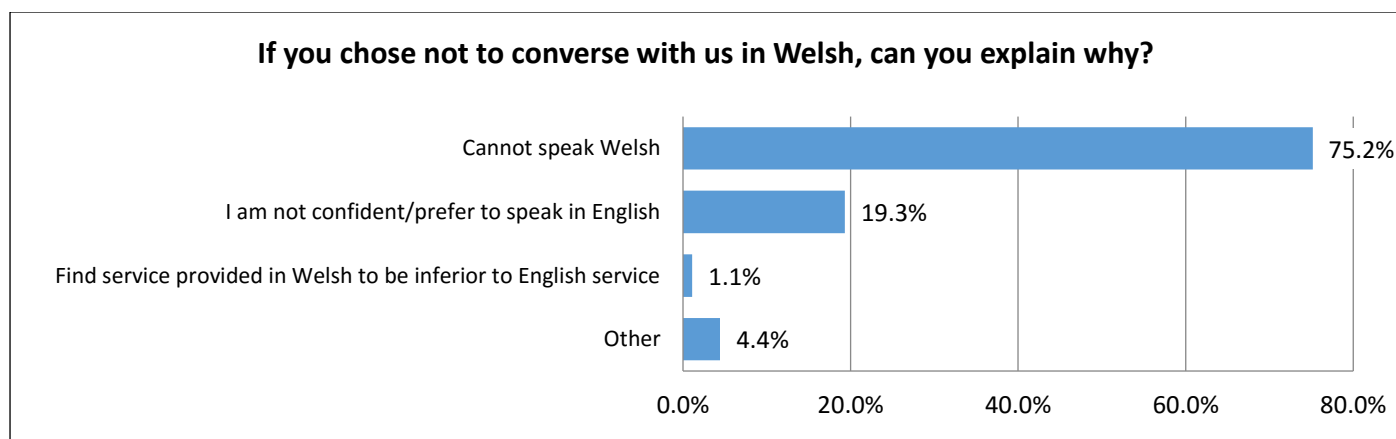
Respondents were asked to explain their rating for the C2C Welsh language service. 30.2% of the 63 responses related to the 'Welsh service not always being available', with 25.4% finding it 'Helpful and friendly' and 23.8% a 'Fluent service'.

Theme	No	%	Example comments
Welsh service not always available	19	30.2	<ul style="list-style-type: none"> Often not enough speakers to take the call. Need to train and recruit more individuals who are bilingual. Everyone should be able to speak Welsh and English.
Helpful and friendly	16	25.4	<ul style="list-style-type: none"> Courteous and friendly, not overly formal. Always do their best to help and be polite.
Fluent service	15	23.8	<ul style="list-style-type: none"> Courteous staff, and the simple fact that I have the ability to communicate in my language. I am always confident to have a Welsh speaker available when I call the helpline. Calls are answered within a reasonable timeframe, and the Welsh speaking operators are very competent and helpful. It is extremely helpful to have a Welsh language service that offers parity with the English language service.
Efficient	14	22.2	<ul style="list-style-type: none"> Prompt and comprehensive response.
Welsh service is quicker	9	14.3	<ul style="list-style-type: none"> They always get the problem sorted, answer promptly which is not so for the English medium line.
Miscellaneous	6	9.5	<ul style="list-style-type: none"> Got immediate pleasant response but again this didn't lead to the relevant department responding.



8.4.3 If you chose not to converse with us in Welsh, can you explain why?

The main reason given for not using the Welsh language service was 'Cannot speak Welsh', cited by 75.2%, with a further 19.3% lacking the confidence to use Welsh/preferring to speak in English. Just 1.1% chose not to use the Welsh language service because they felt it was inferior to the English service.



Base: 2347

