

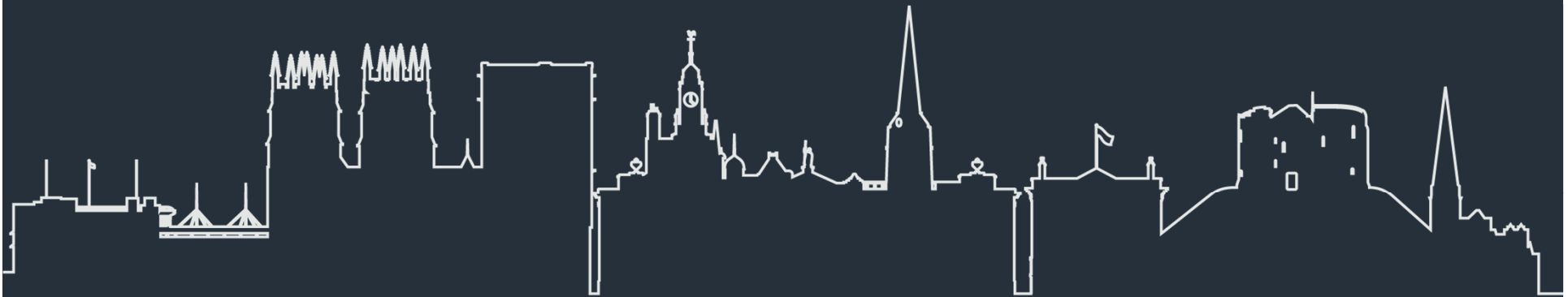


CITY OF  
**YORK**  
COUNCIL

# Digital Inclusion Update

## Customer and Corporate Services Scrutiny Management Committee

1<sup>st</sup> November 2021



- Digital Connectivity Update
- Digital Inclusion Partnership & Priorities
- Online Access to Services & My Account

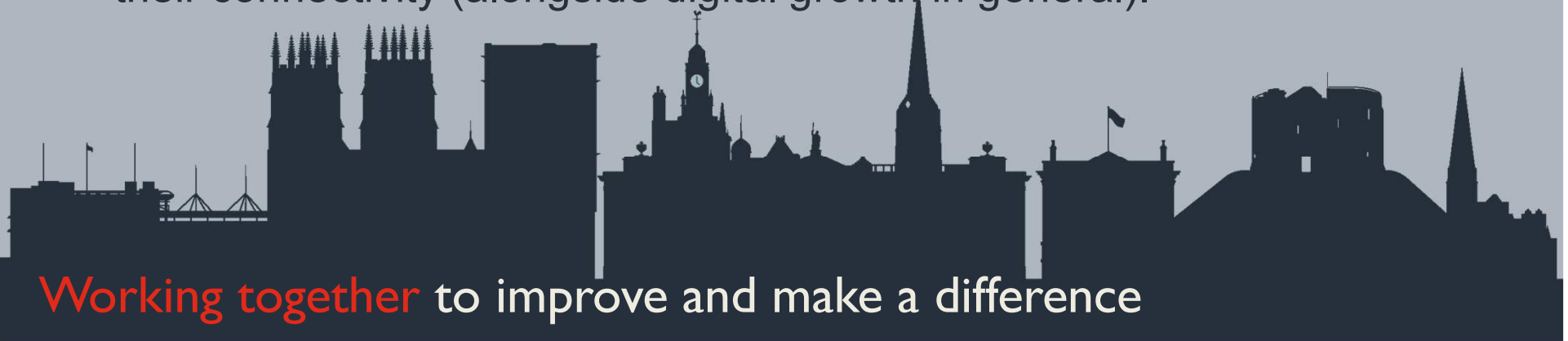


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# Digital Connectivity 1

We are continuing to work with telecommunication providers to explore the opportunities and action the improvement and expansion of the York's digital infrastructure and connectivity layers:

- **Over 60%** of our premises have the potential to be connected directly to a pure fibre based broadband service, which is around 3x times the current national average coverage position.
- Current activity includes **infill** areas and **upgrading of the core network** to enable and sustain future expansion, and further future proofing of some of the City's essential connectivity landscape.
- The **Leeds City Region Digital Enterprise Programme** is continuing to be utilised to help **aid individual businesses** improve their connectivity (alongside digital growth in general).

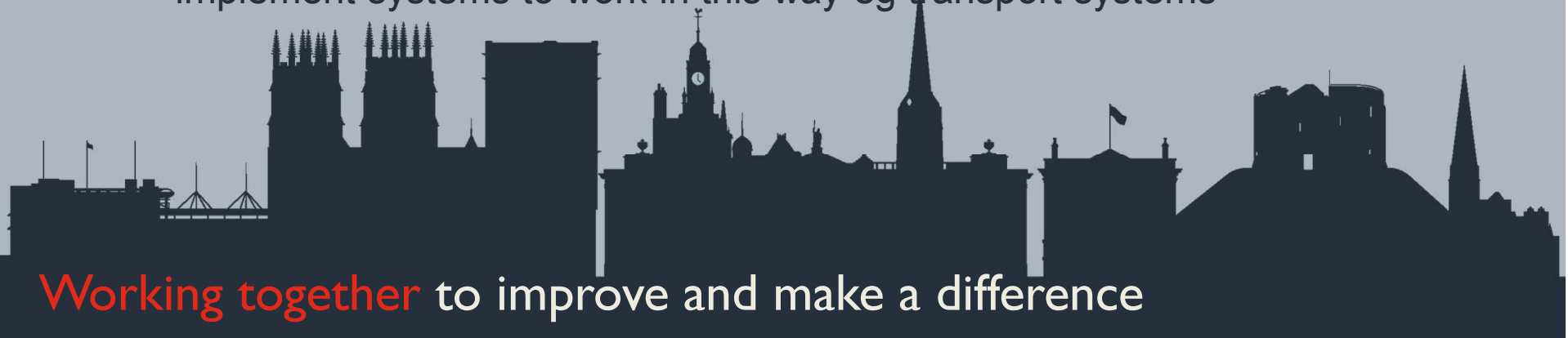


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# Digital Connectivity 2



- Facilitating alternative smaller connectivity providers to deliver **full fibre services** within key and historic parts of the City Centre eg The Shambles and Stonegate. Exploring options for other parts of the city centre.
- Working with government's Rural Gigabit Connectivity Voucher Scheme to secure funding to provide **access to ultrafast broadband services** within Wheldrake - expand into the surrounding area
- Government funded phase 3 of the regional Superfast West Yorkshire and York (rural) programme has commenced, and this will provide around **1000 premises in York's rural areas with access to improved superfast broadband services** by late 2022
- Established an **Internet of Things (IoT) /Smart City network** as we implement systems to work in this way eg transport systems



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# Digital Connectivity 3

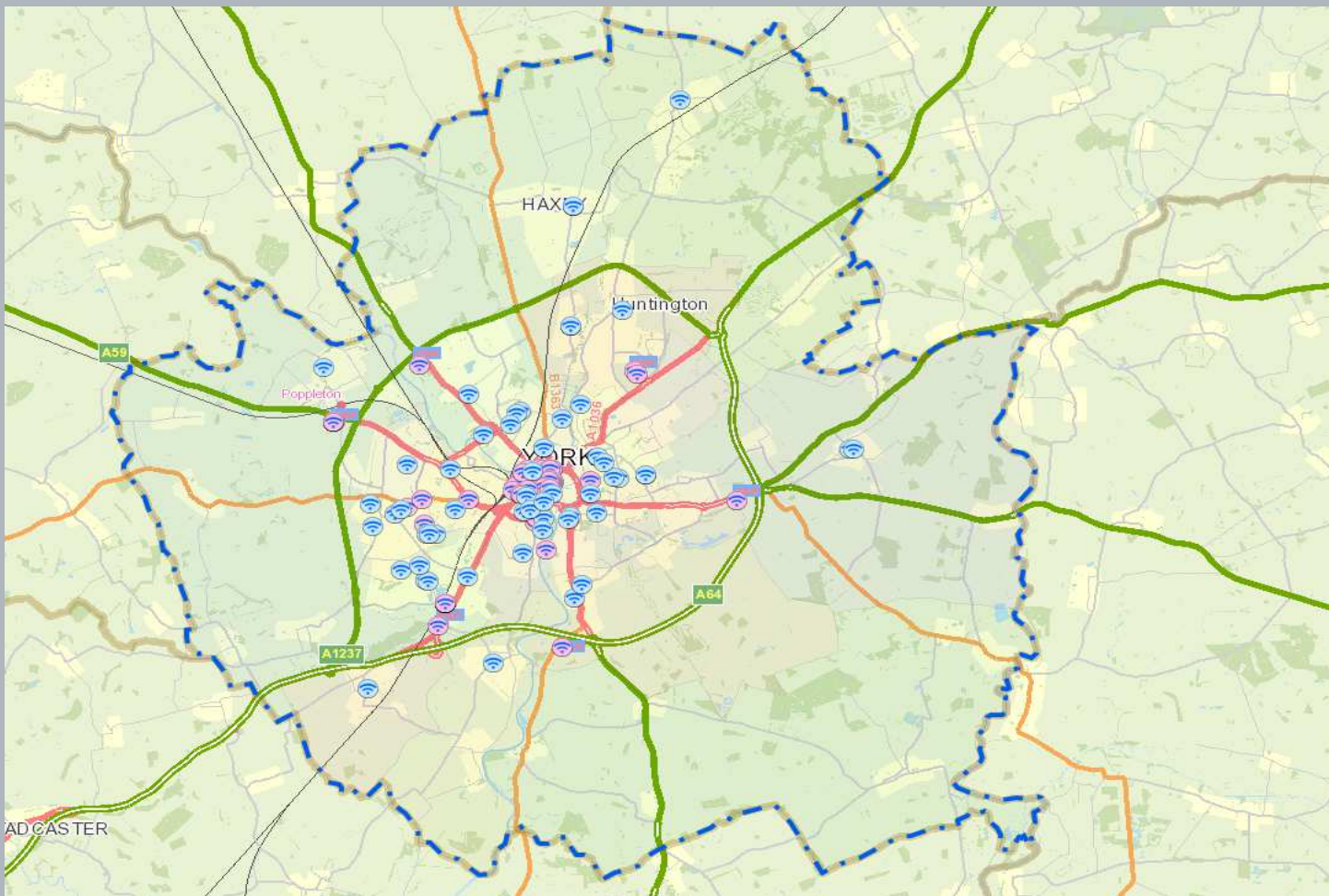


- Access to the **free public wifi service** within the City centre has been expanded, and the coverage now includes the **Coppergate Centre** and within the **Community Stadium with expansion to the market near completion**. Coverage also includes:
  - children's centres
  - community hubs
  - council buildings
  - Explore libraries
  - older people's homes and sheltered housing
  - Park & Ride sites/buses/Coastliner/York First Buses
  - Traveller sites



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# Free public wifi:



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# Digital Inclusion Partnership & Priorities

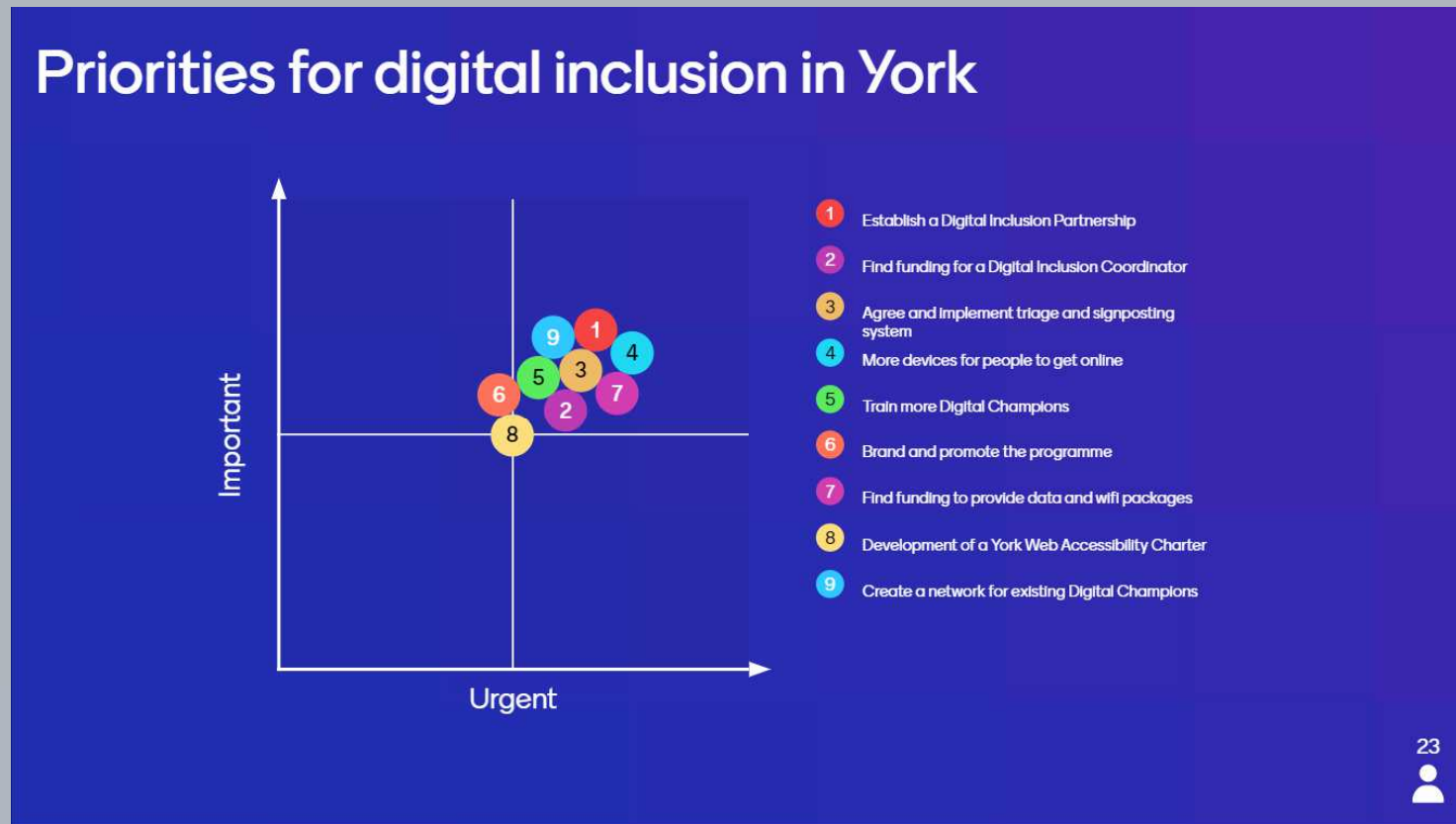


- Explore York Libraries and Archives in partnership with City of York council are leading a collaborative partnership approach
- A Digital Inclusion workshop facilitated by Citizen's Online brought 68 interested organisations, community groups, charities, businesses and individuals together to begin the conversation.



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# DI Priorities





# 100% Digital York Workstreams

## ➤ Partnership

- Establish Network
- Secure Funding

## ➤ Support

- Identify and reach digitally excluded groups
- Train Digital Champions
- Establish city network

## ➤ Connectivity

- Understand connectivity across the city
- Map free wifi provision from all sources (public/commercial)



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# 100% Digital York Workstreams

## ➤ Hardware & Software

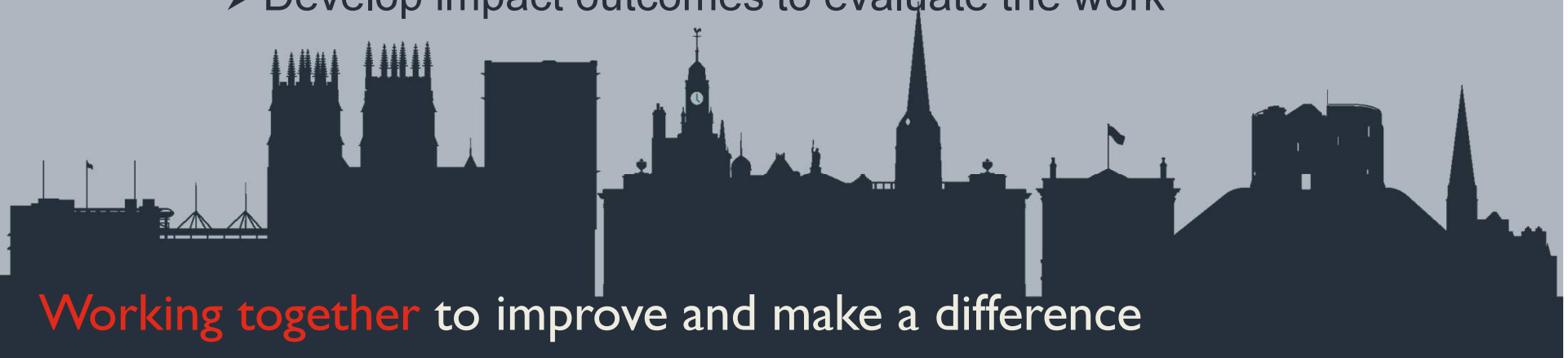
- Promote IT Reuse service
- Consider upcoming new tech and how it can be applied to support residents & communities

## ➤ Communication:

- Establish a triage and sign posting system
- Promotion of 100% Digital across all linked activities as a trusted brand

## ➤ Evaluation

- Develop impact outcomes to evaluate the work



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# Progress on actions

- Network established and meeting regularly
- Workstream leads in place and working together
- Funding secured from CYC for an initial resource— key to getting traction on actions
- Planning talks with banking and IT sectors
- Successful outputs from IT reuse scheme as an example of effective partnership working



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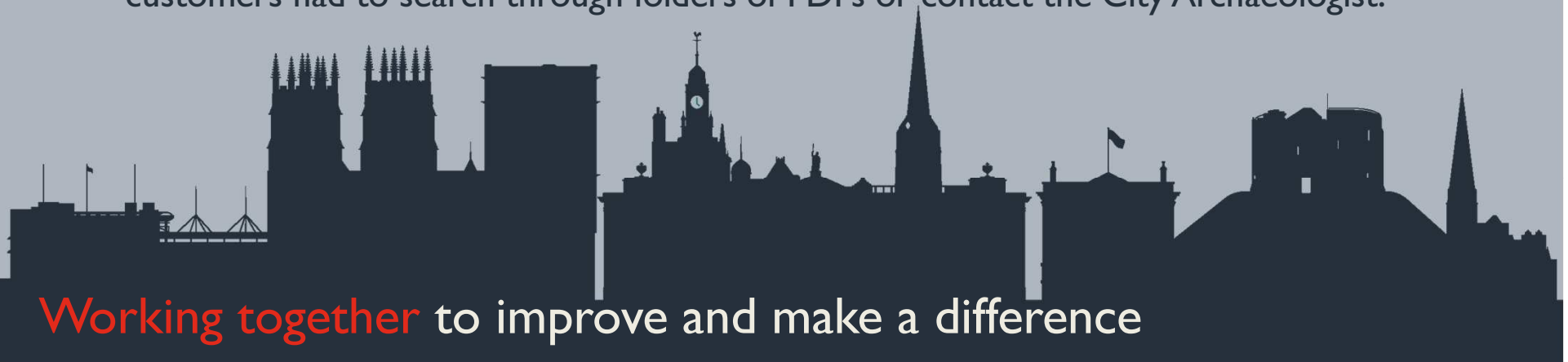
# Online Access to Services - developments

- Reporting of street based reports eg street cleaning, street-lighting, graffiti
- Registrars -book, amend or cancel an appointment **online** for births/deaths During lockdowns/pandemic
  - Recycling Centre Booking System
  - Testing Booking System
- In progress: Parking
- To come: Housing System
- Other – Webchat for Council Tax



# Further examples:

- The <https://www.york.gov.uk/garages> process has been launched to allow customers to view and bid for garages available for rent online.
- ‘Register for Council Updates’ has been expanded to include a ‘Climate Change’ option. See: <https://www.york.gov.uk/form/EmailUpdates>
- If you live in York and are over the age of 16 and want to make a health or lifestyle change you can use an online form to book an appointment with a CYC Health Trainer. See: <https://www.york.gov.uk/WellnessServices>
- Safeguarding adults website has an improved method for the public and professionals to report concerns <https://www.safeguardingadultsyork.org.uk/raise-concern>
- ‘Attend anywhere’ appointments are signposted for a number of adult and children’s services <https://www.york.gov.uk/VideoAppointments>
- York’s Historic Environment Record <https://www.york.gov.uk/SearchHER> prior to this customers had to search through folders of PDFs or contact the City Archaeologist.



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# Welfare benefits/pandemic payments

All access is digital or Customer Services can assist on phone including:

- Council Tax/Housing Benefits/York Financial Assistance Scheme
- Test & Trace Isolation Grants
- Covid support grants for individuals/families
- Covid support grants for businesses



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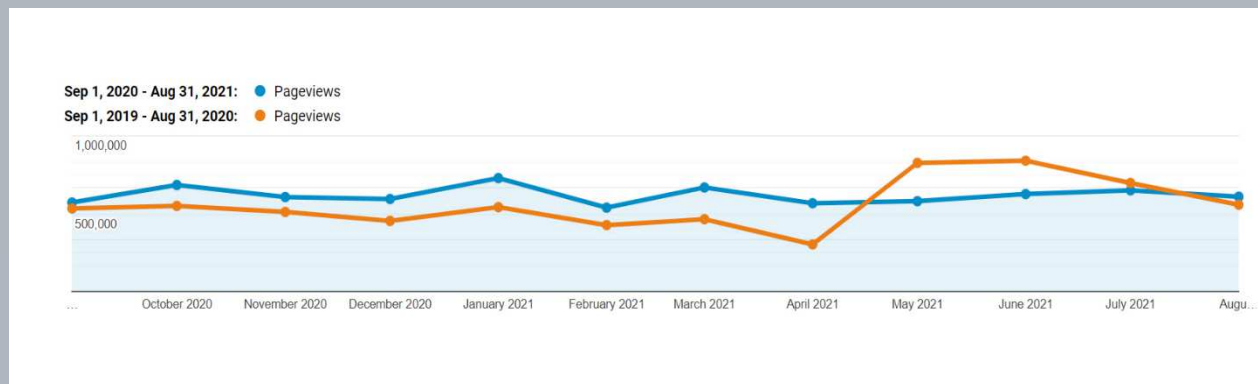
# Use of online services instead of phone channel (channel shift)

April 2021 to September 2021 (excluding Revenues & Benefits)

Street cleaning	54.50%
Street lighting	51%
Fly-tipping	55%
Graffiti	42.10%
Water and drainage	45.10%
Roads and pavement	61%
Dog bins	42.50%
Litter bins	52.50%
Vegetation	44.10%
Visitor parking vouchers	86%
People who would have contacted us by phone had web-chat not been available	68%
Number of people who used the auto-payment facility	16,736
Number of auto-operator calls	34,464

# Online CYC Web Statistics

- 10.75% increase in 'webpage views' between Sep 1 2020 and Aug 31 2021, compared to previous years (7,419,578 vs 6,699,428)
- 17.17% increase in 'unique webpage views\*' during the period (5,708,226 vs 4,871,746). \* all multiple visits to a single page counted as one visit
- increase of 18.82% in views of the CYC home page (479,917 vs 403,917)
- And page views for our 'landing page' for coronavirus have increased by 32.5%





# The future & use of My Account

Much has changed in the period since 2015 to now, not least the impact of the pandemic on customer behaviour and willingness to embrace and adopt online service, but the launch and development of other services and products across the council have influenced customer demand.



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# My Account Registrations

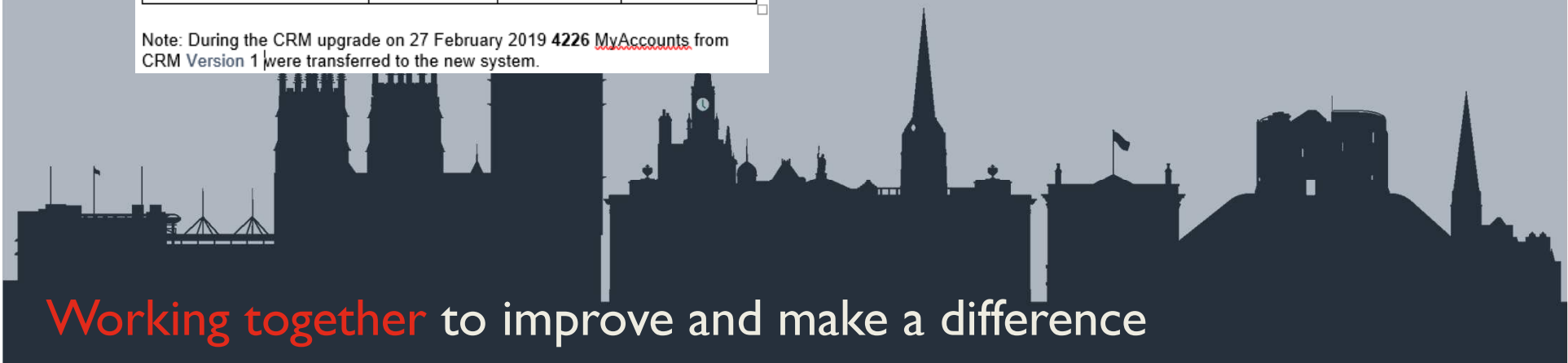


	Collection Frequency	Previous Years			2021/2022			
		2018/2019	2019/2020	2020/2021	Q1	Q2	Q3	Q4
Customer accounts created in MyAccount	Monthly	3,714	3,830	4,288	1,139	1,497	-	-

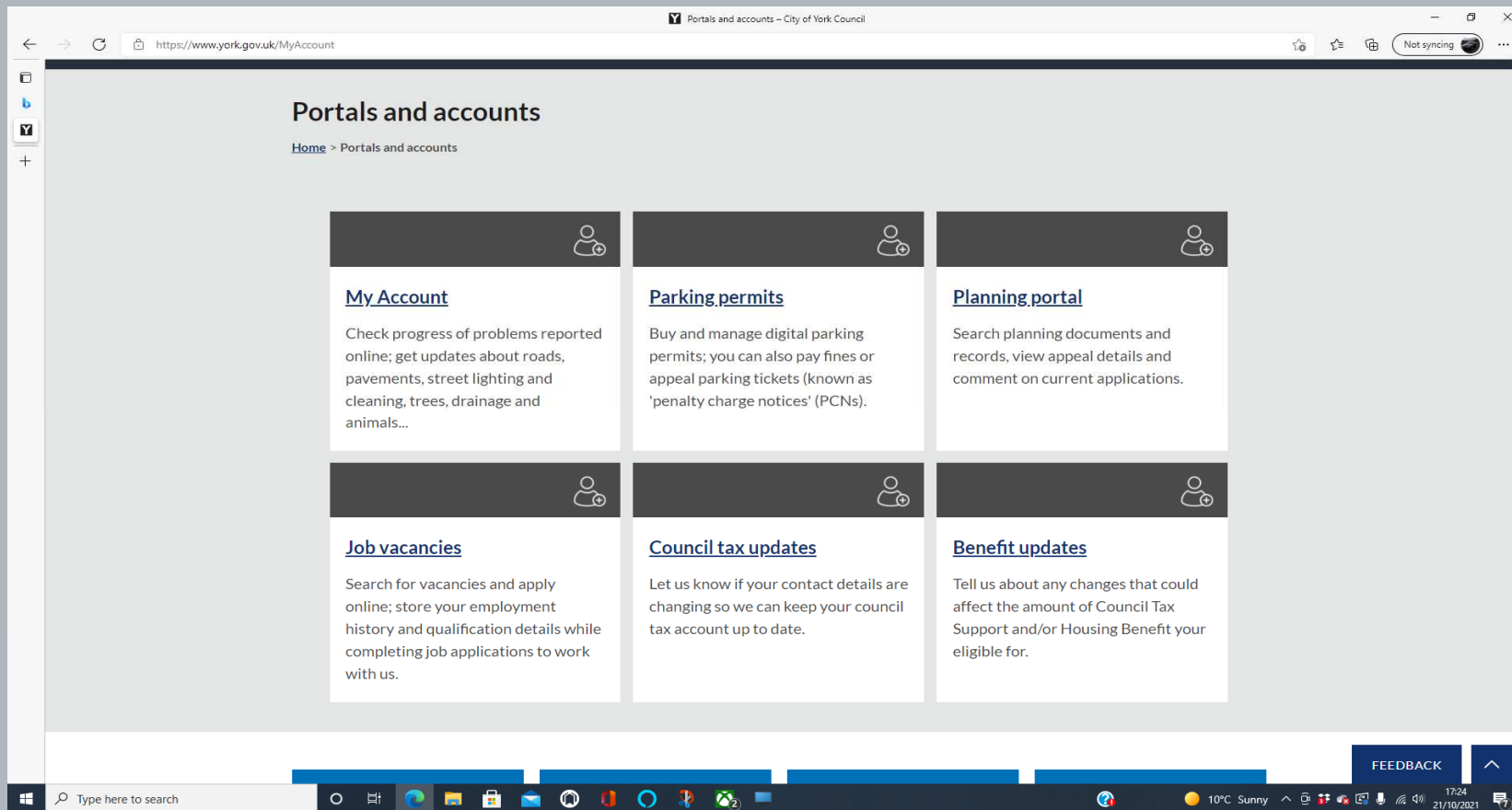
MyAccounts Created since CRM Version 2*			
(Includes admin / temp accounts so slightly different to above)			
Month	2019	2020	2021
January		345	439
February	47	265	394
March	600	393	639
April	360	288	356
May	325	244	429
June	313	260	354
July	333	324	426
August	310	390	411
September	379	285	750
October	339	345	264
November	283	373	
December total	213	307	

Note: During the CRM upgrade on 27 February 2019 **4226** MyAccounts from CRM Version 1 were transferred to the new system.

Current live accounts:  
**11,735**  
 (including any duplicate or unused accounts)



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Portals and accounts

Home > Portals and accounts

**My Account**  
Check progress of problems reported online; get updates about roads, pavements, street lighting and cleaning, trees, drainage and animals...

**Parking permits**  
Buy and manage digital parking permits; you can also pay fines or appeal parking tickets (known as 'penalty charge notices' (PCNs)).

**Planning portal**  
Search planning documents and records, view appeal details and comment on current applications.

**Job vacancies**  
Search for vacancies and apply online; store your employment history and qualification details while completing job applications to work with us.

**Council tax updates**  
Let us know if your contact details are changing so we can keep your council tax account up to date.

**Benefit updates**  
Tell us about any changes that could affect the amount of Council Tax Support and/or Housing Benefit your eligible for.

FEEDBACK

Type here to search

10°C Sunny

17:24  
21/10/2021

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# My Account Review Options?



- Aim for original vision - My Account as the access point for all interactions with the council - comes with resourcing and technical challenges but a better customer experience?
- Current position - portal is My Account but with individual and independent customer interfaces such as Parking and Planning?
- Front Page provides individual access to individual services?
- Revisit the strategy and vision for My Account, consulting with customers as to what they want to do and how in relation to their interactions with the Council?

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## Items for Scrutiny consideration?

- Receive **periodic reports** on the digital inclusion partnership, its work and impact to assess whether excluded groups are being reached and their needs met around eg connectivity, skills and social interaction.
- Undertake a **fresh consultation** with the public on digital access to services – see how the data has changed from the original baseline to inform any scrutiny work
- Respond to the discussion points on **the future of My Account** and how this may be best designed/use in future to attract use and maximise its use in a channel shift strategy