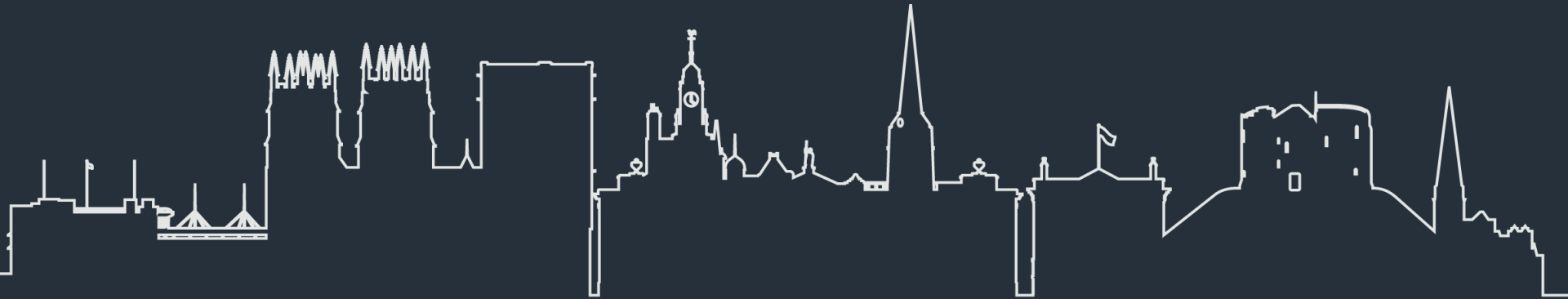


E Democracy Update

Pauline Stuchfield (Customer & Digital Services)

Claire Foale (Communications)

Roy Grant (ICT)



Resident engagement objectives

- Build resident trust through regular (planned) authentic engagement
- Build resident confidence by embedding an open engagement process across different levels of local democracy
- Provide opportunity for positive resident engagement in our development plans
- Demonstrate we are a “listening” council through open conversations with ‘you said, we did’ engagement activities
- Through improved trust and confidence, engage residents in active citizenship, celebrating community involvement and harnessing resident power



Working together to improve and make a difference

E Democracy Landscape

- Digital democracy is a broad concept and not easy to define.
- Many examples exist only as an app, or web page, driven by what the technology can do, rather than by what the need is.
- Lessons from global case studies describe how digital tools are used to engage communities in more meaningful political participation, and how they are improving the quality and legitimacy of decision-making.
- Digital democracy is still young. Projects must embed better methods for evaluation if the field is to grow.
- Despite advancement in digital technologies, democratic governance has remained largely unchanged since it was invented in the 20th century.

Source: Nesta Digital Democracy report, 2017

www.nesta.org.uk/report/digital-democracy-the-tools-transforming-political-engagement/

Examples

- Newcastle City Council: facebook live Q&A
- Not in Westminster 48ideas:
<https://notinwestminster.wordpress.com/48ideas/>
- Madrid, Seoul: online open democratic proposal and debate platform
- Data Mill North (Leeds City Council and City of York Council open data platform)
- Hatfield2030: allows residents to leave challenges on a website

Dependencies:

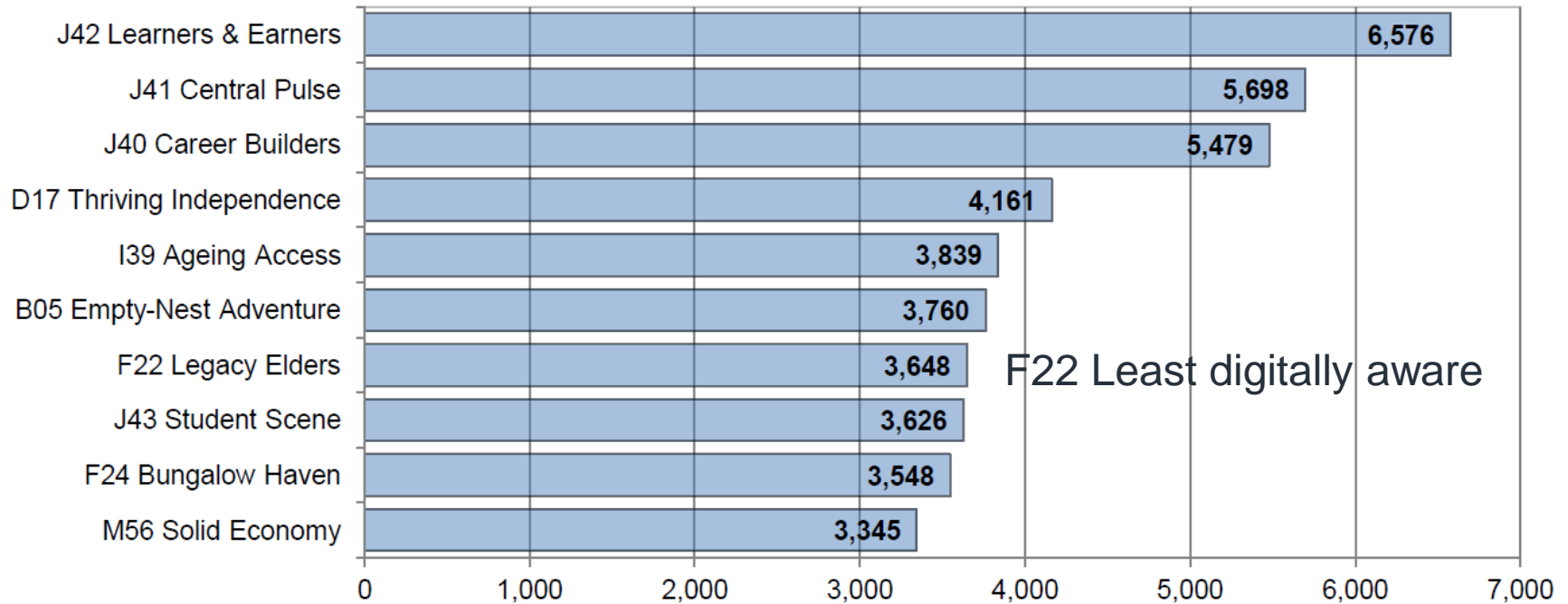
- Connectivity/digital inclusion
- Privacy and security
- Freedom of speech
- Willingness and ability of democratic body to listen and respond



Working together to improve and make a difference

E- profile of our communities

Experian Types (2018)

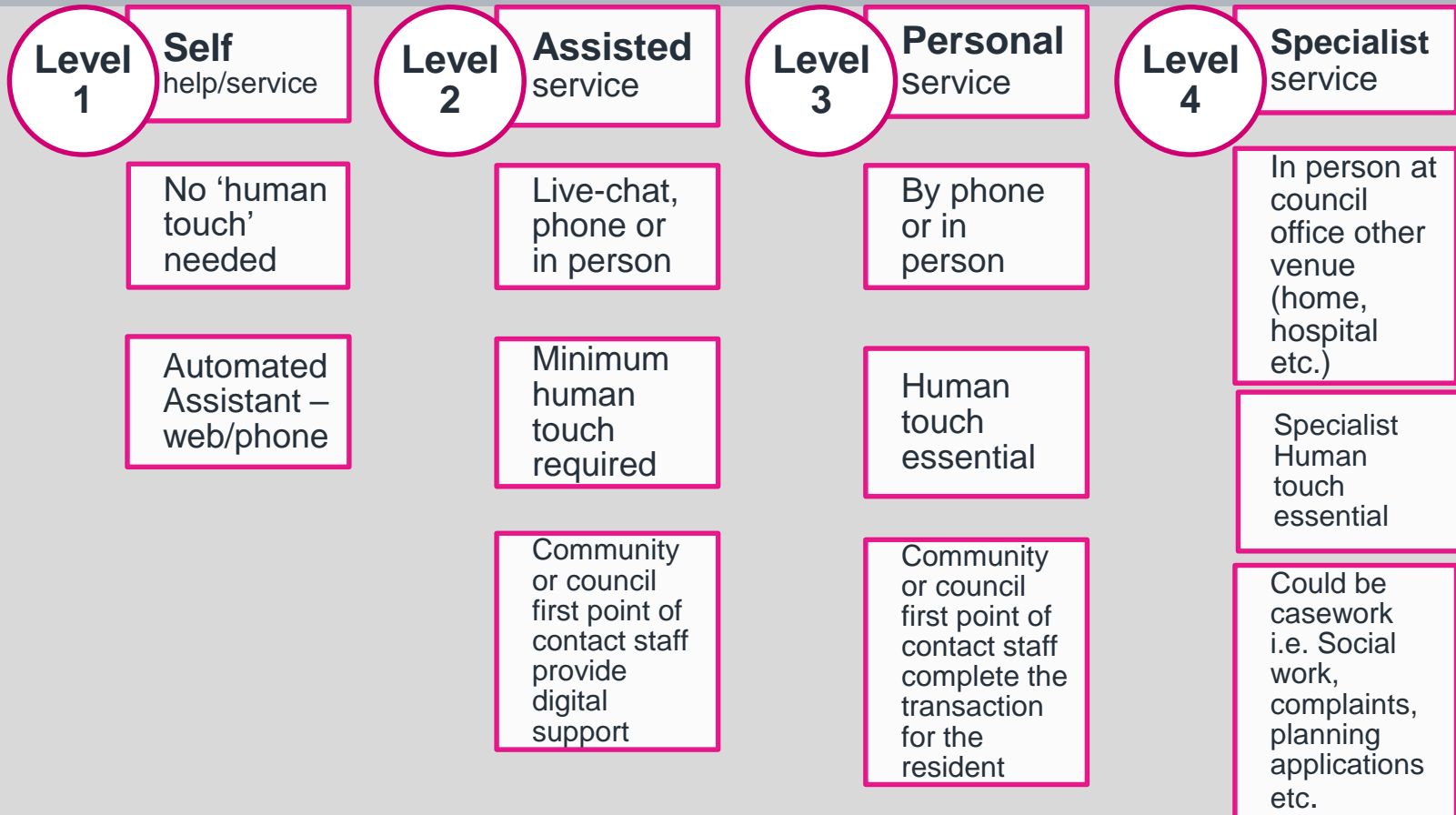


F22 Least digitally aware

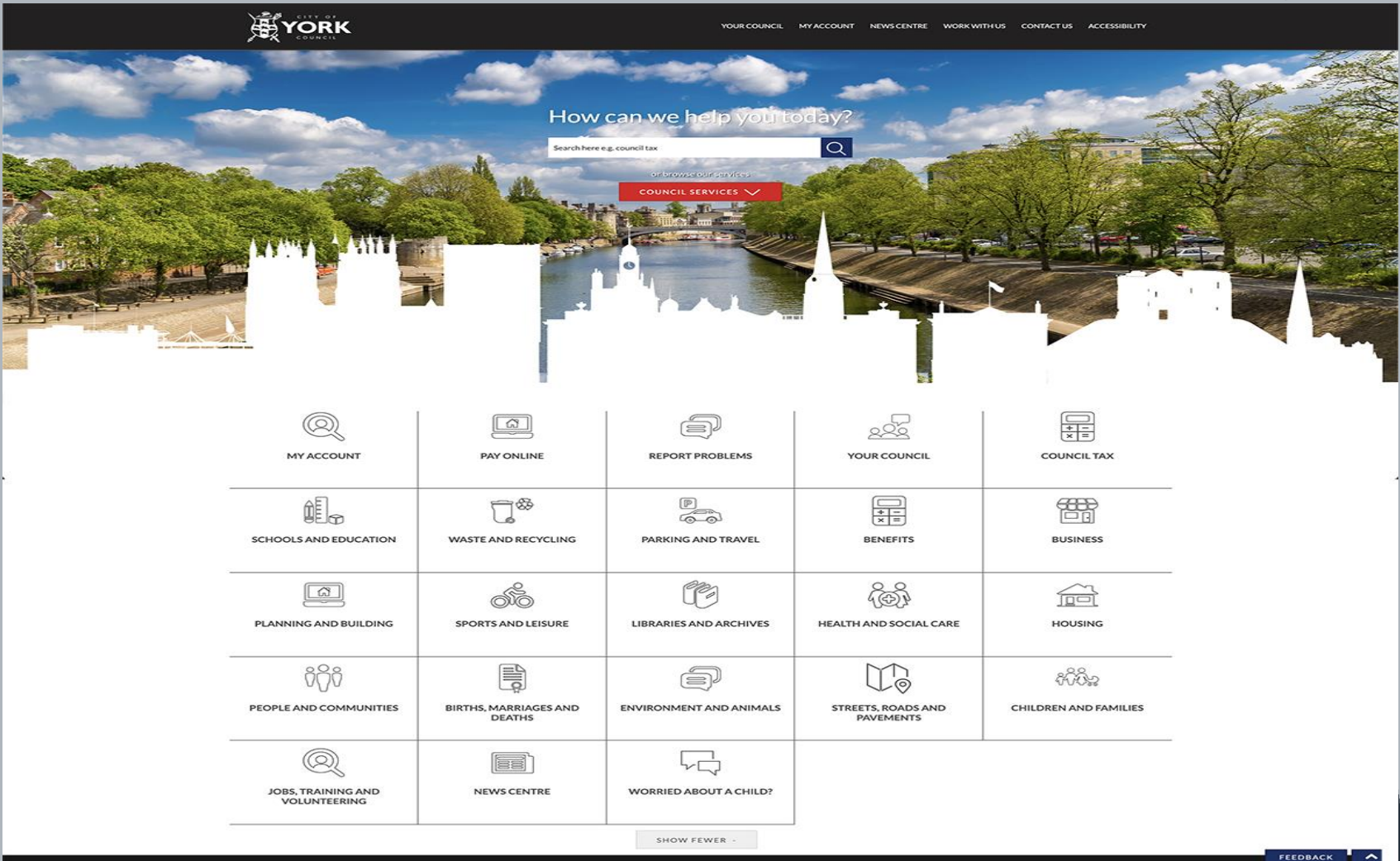
York Direction of Travel

- Proposed resident engagement activities include blending digital engagement with:
 - A quarterly engagement roadshow held in ward / resident association meetings and drop-ins to discuss the big themes
 - Teach-ins at Universities, Colleges and Explore Centres to share different ways to get involved in local democracy
























Customer Digital Journey



Web services



The screenshot shows the City of York Council website. At the top, there is a navigation bar with links for 'YOUR COUNCIL', 'MY ACCOUNT', 'NEWS CENTRE', 'WORK WITH US', 'CONTACT US', and 'ACCESSIBILITY'. Below this is a large banner image of a river scene with a white silhouette of the city skyline overlaid. The banner contains the text 'How can we help you today?' and a search bar with the placeholder text 'Search here e.g. council tax'. Below the search bar is a red button labeled 'COUNCIL SERVICES' with a dropdown arrow. The main content area is a grid of 25 service tiles, each with an icon and a label. At the bottom of the grid is a 'SHOW FEWER' button. In the bottom right corner of the website, there is a 'FEEDBACK' button with an upward arrow.

 MY ACCOUNT	 PAY ONLINE	 REPORT PROBLEMS	 YOUR COUNCIL	 COUNCIL TAX
 SCHOOLS AND EDUCATION	 WASTE AND RECYCLING	 PARKING AND TRAVEL	 BENEFITS	 BUSINESS
 PLANNING AND BUILDING	 SPORTS AND LEISURE	 LIBRARIES AND ARCHIVES	 HEALTH AND SOCIAL CARE	 HOUSING
 PEOPLE AND COMMUNITIES	 BIRTHS, MARRIAGES AND DEATHS	 ENVIRONMENT AND ANIMALS	 STREETS, ROADS AND PAVEMENTS	 CHILDREN AND FAMILIES
 JOBS, TRAINING AND VOLUNTEERING	 NEWS CENTRE	 WORRIED ABOUT A CHILD?		

SHOW FEWER -

FEEDBACK ^

Working together to improve and make a difference

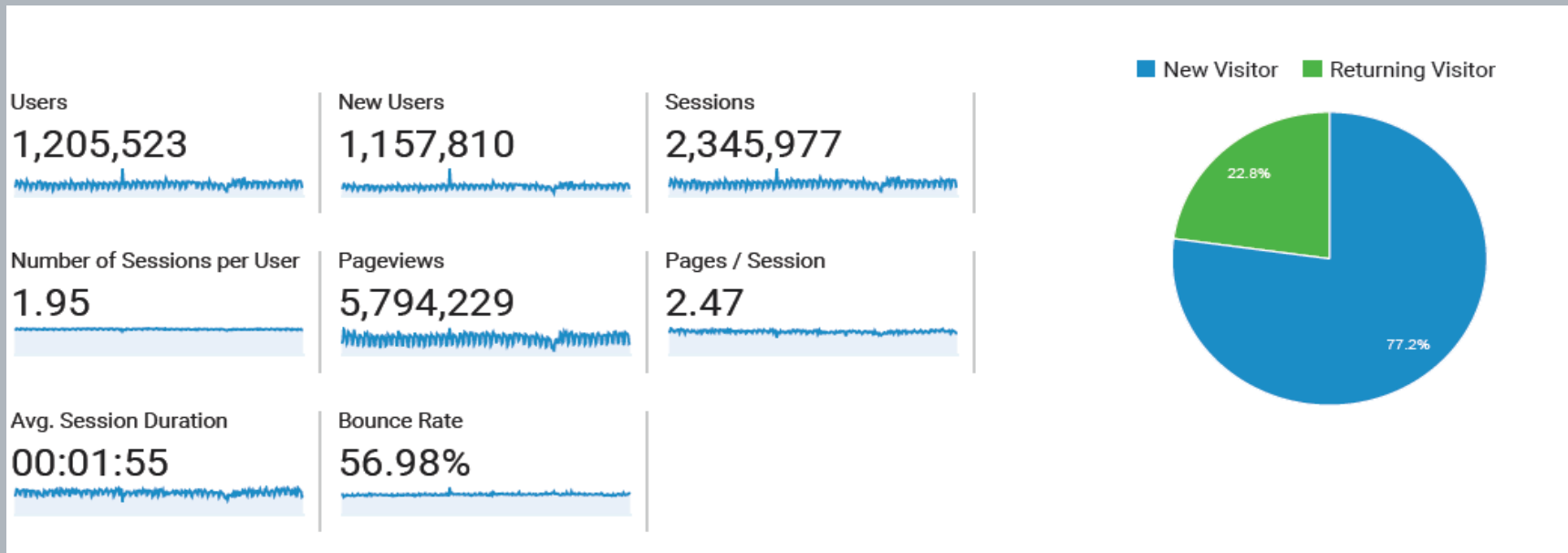
Developing our Digital Inclusion approach

- Key element of refreshed Financial Inclusion Strategy as recommended by this committee
- Conversation under way and early plan forming
 - City wide approach/network
 - Internal and external digital skills development
 - Community based support

2018/19 online statistics

CYC twitter followers increased by 4% to 42.4k and facebook followers increased by 16% to 8,256.

Website visitors



Yearly Comparisons

	April 2016 to March 2017	April 2017 to March 2018	April 2018 to March 2019	April 2019 to July 2019
Sessions	2,090,852	2,347,078	2,345,977	933,320
Users	1,042,297	1,183,430	1,205,523	541,752
Pageviews	5,612,919	6,038,457	5,794,229	2,308,167
Pages per session	2.68	2.57	2.47	2.47
Average session duration	00:02:03	00:02:02	01:55	02:09
Bounce rate (% single page views)	53.49%	55.15%	56.98%	56.91%
New users	991,058	1,130,285	1,157,810	478,902
New Visitors	No data available	23.3%	22.8%	25.2%
Returning Visitors	No data available	76.7%	77.2%	74.8%

Webcasting Statistics

- Top single meeting views:

Committee	Views 2017/18	Committee	Views 2018/19
Decision Session – Transport & Planning	995	Gambling Licensing & Regulatory Committee	1744
Gambling Licensing & Regulatory Committee	877	Budget Council	826
Council	787	Council	631/618
Planning Committee	750	Executive	545

Mod Gov – Committee Website Statistics

- Last 4x months high level statistics that includes councillors, staff as well as members of the public who have registered are:
 - Average of 1,222 unique visitors per day
 - Average of 20 pages viewed per visitor

Councillor tools available now for meetings



- In person:
 - Hard copy and email access to agendas & papers via Mod Gov Committee Management System
 - Full participation of committees or speaking rights to those not appointed to
 - Use of Laptop or tablet
- Remote:
 - Voice
 - Webcasting/recording of public meetings
- Currently reviewing Skype for Business as another potential remote channel and other voice based solutions.

A dark silhouette of the York skyline, including various buildings and spires, positioned at the bottom of the slide.

Working together to improve and make a difference

Digital Councillor

Let councillors go digital (LGUI Daily News 24/8/19)

Chris Game, a lecturer at the University of Birmingham's Institute of Local Government Studies, writes in the *Birmingham Post* to question whether councillors should be required to be physically present at meetings, "prohibited from doing what some of us mere citizens have been doing through Skype, FaceTime and the like for seemingly decades – namely, attending and participating in meetings remotely?" He notes a number of issues raised in a recent Local Government Information Unit paper – "public outrage at councillors 'voting from the comfort of their armchairs', potential abuse," but says that embracing video links could help attract "more younger, female and BAME councillors and those with caring responsibilities, who are being indirectly discriminated against and deterred by these 'attendance in person' restrictions."

Birmingham Post, Page: 24