Corporate & Scrutiny Management Policy &
Scrutiny Committee

11 January 2016

E-Democracy Scrutiny Review Task Group – Interim Report

Summary

1. This report presents an interim update on the agreed scrutiny review of E-Democracy, being undertaken by a Task Group from this Committee, and asks the Committee to consider making interim recommendations to the Executive to help their discussions around the implementation of the new Customer Relationship Management (CRM) system.

Background

2. At a meeting in July 2015 the Corporate & Scrutiny Management Policy & Scrutiny Committee (CSMC) considered a scrutiny topic proposed by James Alexander on the expansion of local democracy using digital means, and received detailed information on e-government transformation.

3. Furthermore the Committee were informed of work being undertaken by the Local Government Association (LGA) and the Department for Communities and Local Government (DCLG) to respond to Budget 2015's request for joint proposals from the sector for extending 'Government's digital ambitions to local public services'. The intention being for HM Treasury, DCLG, LGA and the Government Digital Service to collaborate with partners in local government, as the sector develops a set of proposals that will enable more customer-focused, digitally-enabled and efficient local services in time to inform future budget allocations.

4. Feedback from the Head of Democratic Services confirmed there was room for improvement here in York. She suggested there were technological improvements that could be made e.g. the introduction of online registration to speak at meetings and other improvements that would not require technological solutions e.g. the recent introduction of new rules to enable the free flow of questions to Executive Members from the floor during Council meetings, without the prescription of advance notification.

5. With this in mind, and in view of the authority having to find budget reductions, CSMC confirmed their support for the proposed review, suggesting it should include gaining feedback from residents on their experiences. A Task Group was formed to carry out the review on their behalf and they agreed the following review remit:

Review Aim:

'To identify the potential for improving public engagement and take up of services through digital means and the Councils ability to respond.'

Objectives:
  i.   To understand City of York Council's (CYC) current position in regard to online services, its current digital infrastructure and the resources required to enable it to function

  ii. To examine best practice by other Local Authorities and at parliamentary level

  iii. To establish CYC's potential for development and the additional resources it would require

  iv. Identify the priorities for action in the short and longer term

Information Gathered

6. Objective (i) - CYC's current position in regard to online services, its current digital infrastructure and the resources required to enable it to function
    At its first meeting in August 2015, the Task Group received a presentation on CYC's current infrastructure and available resources, and detailed the progress to date with replacing the Children and Adults systems in order to provide better integration between Children, Adults and Health - see Annex A.

7. The Task Group considered performance information on average wait times in the Customer Centre and call handling for benefits and customer services – see Annex B.

8. Issues around the current CYC website were highlighted e.g. it contained lots of outdated information; long pages containing some irrelevant material; messy search results, cluttered with old downloads; minimal compatibility with different devices and had an old fashioned look and feel.

9.   The Task Group received a presentation on the work being undertaken to improve the contents and search facility. They were also advised that the Council was in the process of procuring a new Customer Relationship Management system (CRM), and received a web demonstration from the supplier – see Annex C & D respectively. The Task Group questioned the system's security, and it was confirmed that Service Cloud which would be hosting the site, was highly secure and well tested and used by other Local Authorities, which would offer a service platform across Council functions and result in a joined up customer experience.

10. Information was also provided on the formation of an interim Digital Customer Board, made up of officers from the office of the Chief Executive, ICT and Customer Services, set up to focus on the CRM implementation, rather than the wider programme of digital transformation that would be taken forward through the delivery of the IT strategy. The interim Board had been tasked with ensuring that all associated work was properly scoped with initial plans and timescales, ready for when a formal Programme Board was established to deliver the digital agenda.

11. <u>Objective (ii) – Best Practice by other Local Authorities</u>
     As part of the presentation (shown at Annex A) a number of examples of Local Authorities exhibiting best practice were provided. These included:

     •   Brighton & Hove City Council
     •   Bristol City Council
     •   Manchester City Council
     •   Edinburgh City Council
     •   London Borough of Camden Council
     •   Oldham Metropolitan Borough Council

12. As Edinburgh Council used the same CRM system, the Task Group looked at Edinburgh's website, in particular at what their customers could do electronically e.g. set up a Direct Debit (something as yet not possible in York) and set up a 'My Account' function which allows its customers to securely access a range of council services including:

     •   Access and manage their account wherever they are, whenever they need to
     •   Use their online services to contact the authority quickly and simply - no need to visit or call

- View Council Tax details, set up a direct debit, make payments, apply for discounts and amend address details online
- Make a Housing Benefit or free school meals application and complete a change of circumstances online
- Tenants can view rent statements and make payments
- Report problems such as graffiti, fly tipping, rubbish and litter and pollution etc, and receive notification as soon as they are fixed
- Book appointments to register a birth, death, marriage, civil partnership and book weddings and other ceremonies.

13. Additional information was provided on the security measures required to ensure personal data remained secure i.e. the different levels of verification required for different packages of services.

Analysis

14. In regard to the performance data provided (see paragraph 7 above and Annex B) the Task Group were surprised that contact services handled only 33% of the calls in to CYC, and agreed that this needed addressing. They were pleased to note that the introduction of more flexible technology would encourage a move towards a more flexible workforce and improved access for residents.

15. Having considered the information on CYC's new CRM system, the Task Group were pleased to note it would:

- Provide improved self service with more transactional options;
- Allow customers to track their transactions;
- Provide a reporting tool for neighbourhood problems such as graffiti, dog fouling, potholes and street lighting faults;
- Signpost services.

16. They queried how best to:

- Promote the forthcoming improvements across the city;
- Encourage Councillors to use it.
- Encourage the uptake of 'My Account' by residents
- Use demand management to meet resident's expectations.

17. In regard to best practice, the Task Group noted that the LA's listed above in paragraph 11 were generating 50% of their requests for street based services via self service, providing improved signposting to partner organisations, and optimising the engagement of minority client

groups. The Task Group were therefore keen to explore the opportunities for improving customer interaction in York.

18. They also questioned the possibility of introducing a Geographic Information System (GIS)/Local View maps including details of traffic restrictions etc to inform residents of matters of importance in their locality.

19. The Task Group noted that whilst the implementation of the new CRM system and further/wider digitalisation would provide a means of easier, efficient and effective interaction with the council in an open way, it would not guarantee/improve resident participation in Council decision making.

20. In considering how best to make the city's democratic processes more open and transparent, the Task Group considered the introduction of webinars, interactive Q & A sessions, and public participation via Skype etc.   They were pleased to note the new CRM system would enable web chats and provide 'Quick step' templates together with service related text to assist operators.

21. The Task Group suggested it would be helpful to gather residents' views on their engagement with the Council, accessing CYC services online and the new CYC website, to inform the ongoing implementation process for the new CRM system. In order for those views to feed into the process and aware of the limited time available, the Task Group agreed to initiate an online survey and to survey residents attending a round of Ward Committee meetings throughout October 2015.

22. The Task Group also queried whether changes to the website had encouraged greater usage of the Council website. They therefore requested figures for before the launch of the new website to provide a baseline of information, and figures for following the launch.

23. Finally, the Task Group expressed concern about the apparent low number of residents viewing Council webcasts. There was confusion regarding the number of people who had watched webcasts of Council meetings in the past five months, so it was agreed that webcast statistics be provided.

Additional Information Gathered

24. Survey Results
The results of the survey were initially poor and inconclusive so the Task Group later agreed to keep both the online and paper surveys open until

20 January 2016 - see survey findings to date at Annex E.

25. Website Usage

In gathering the website usage data it became apparent that it would be difficult to compare figures for 'January to December 2014' with 'January to December 2015', as neither of the sites were live for the entirety of those periods.

26. Therefore in order to gain a comparison, figures were provided for May 27 to September 30 in both years, showing spring and autumn fluctuations (although usage seemed to hover between 8 and 10 thousand sessions per weekday and 4 and 5 thousand sessions per weekend day, throughout the sample. The exception being a spike in July 2014, when 'sessions' on Saturday 5 reached 18.5 thousand) – see Annex F.

27. The figures provided were only for content held in CMS 'Jadu', which were all tagged with a code that makes Google Analytics work. Usage reports were not available for other parts of the site which were outside of Jadu, such as the Council's committee management system 'Modgov'. The Task Group also learnt that the 'site search' on the main website did not automatically cover the documents held in the Council's committee management system.

	Old Site	New site
	27 May to 30 Sept 2014	27 May to 30 Sept 2015
Sessions	1,048,964	645,166
Unique visitors	608,881	369,197
Page views	3,050,946	1,960,069
Pages / Session	2.91	3.04
Avg. Session Duration	00:02:17	00:02:04
Bounce Rate	50.22%	51.25%
% New Sessions	49.64%	54.54%

- The pages viewed figure represents the total number of pages requested from the website. If a visitor visits a page more than once during the same session or in the relevant period, it is re-counted.

- The unique visitor figure represents the number of unique visitors during the relevant period. This means that any visitor who has already been to the site during this period is not counted again.

- The less page views and shorter session duration may be accredited to users getting what they need to know on their first visit, faster, from more concise content which is displayed across fewer pages, following the content review.

- Bounce rate is a metric that indicates the percentage of people who land on a webpage and then leave without clicking to anywhere else on the website, i.e. single-page visitors

- A higher bounce rate could be that (with the exception of the home page) users visited the website, got what they wanted and left, again because since the content review, they didn't need to click any further.

28. The Task Group were made aware that City of York Council also provides month-by-month and day-by-day comparisons of website statistics at: https://www.york.gov.uk/statistics. A monthly comparison for 2015 showed:
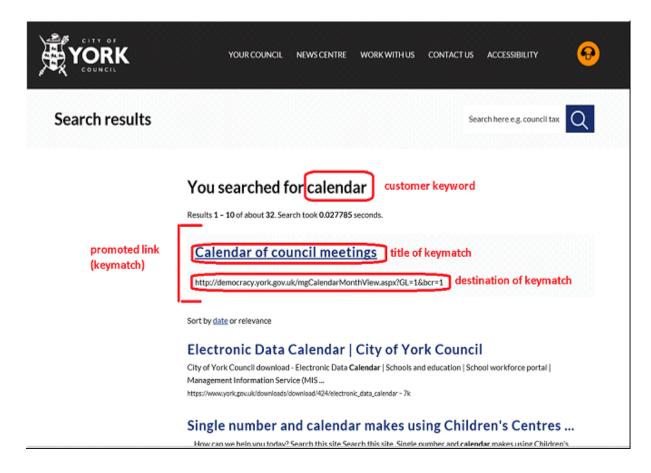
Month	Pages viewed	Unique visitors
June	1,749,492	80,611
July	1,550,074	85,061
August	1,455,793	93,044
September	1,266,280	90,734
October	1,320,936	91,080

29. Similarly the daily report provided a day-by-day log of the CYC website pages viewed. For example:

Day	Pages viewed
1st Nov 2015	31,531
2nd Nov 2015	41,547
3rd Nov 2015	41,774
4th Nov 2015	68,591
5th Nov 2015	48,821

30. Also that the new CYC website had:

- Fewer, shorter pages, with focused content
- Improved search results and 'keyMatches' in place
- navigation based on top tasks and common-case user journeys, centred around completing tasks (channel shift)

- a new contemporary design (and modern homepage)
- tech-compatibility that is 'responsive' to many different devices and is also more accessible

31. It was confirmed that work had been undertaken to ensure common terms were available in the results list when customers search, with over 550 'KeyMatches' across the Council site that create prompted results which appear in a grey box at the top of the results list, pointing viewers in the right direction - see example below:

32. To compare York with other local authorities the Task Group felt it would be useful to consider the website usage figures of other Councils and the Task Group Chair suggested Members visit the social media site "Better Connected" https://betterconnected.socitm.net/councils which rates Councils on how good their Websites are. City of York Council is a SOCITM Insight member.

33. From results based on reviews done by Better Connected from October 2014 to February 2015 it is possible to compare York to the local authorities mentioned in paragraph 11 as exhibiting best practice and to neighbouring North Yorkshire:

	North Yorks	Manchester City	Leeds	Oldham	Camden	Brighton & Hove	Bristol	York
Population	508,376	503,127	751,485	224,897	220.338	273,369	428,234	**198,051**
Households	256,594	204,127	320,596	89.703	97,534	121,540	182,747	**83,552**
Website visits (Dec 2014)	211,303	552,782	499,745	95,897	183,714	266,612	277,324	**196,367**
Web visits per household	0.82	2.70	1.56	1.07	1.88	2.19	1.52	**2.35**
Responsive Website	No	Yes	Yes	Yes	No	Yes	No	**No**
Mobile friendly	Yes	Yes	Yes	Yes	No	Yes	No	**No**
Schools applications % online	95.4	82.5	78.2	99.6	96.6	93.8	93	**90.2**
Twitter followers	16.4K	51.5K	36.8K	12.8K	15.1K	28.5K	40.1K	**17.9K**

34. Edinburgh, which uses the same CRM system, was given a maximum four-star rating (the same rating it achieved in 2011, 2012, 2013 and 2014), was judged to have passed both mobile standard and accessibility. The City of Edinburgh Council website had 450,909 visits in December 2014, an average of 1.98 visits per household, and had a twitter following of 46.8K.

35 Free WiFi
As a priority of the Task Group was to encourage public engagement in online services, it was important for them to understand the infrastructure which had been put in place by City of York Council to ensure residents and visitors have easy access to online resources.

36. They learnt that an important part of the Council's digital strategy is the availability of free WiFi zones in the city. As well as 14 City Connects

zones covering the city centre, free WiFi is available in 13 libraries; 11 corporate buildings; 23 community buildings; seven older people's homes. Information on where free WiFi is available is shown in Annex G.

37. <u>Webcast stats</u>
The Task Group received example statistics for October 2015. The figures did not include October views for meetings that were held before October. For example, Area Planning Sub Committee, 11 June 2015 and Health and Adult Social Care Policy and Scrutiny Committee, 21 July 2015 both received 40 views in October.

<u>Live and on Demand views for Meetings Held in October 2015</u>

- Health and Adult Social Care Policy and Scrutiny Committee, 20 October 2015, 5.30pm – **449 views**
- Council Meeting, 8th October 2015, 6.30 pm – **283 views**
- Executive Thursday, 29th October, 2015 5.30 pm – **199 views**
- Area Planning Sub-Committee, 15 October 2015, 4.30pm – **169 views**
- Health and Wellbeing Board, 21 October 2015, 4.30pm – **97 views**
- Make it York Shareholders Group, 5 October 2015, 5.30 pm – **93 views**
- Corporate & Scrutiny Management Policy & Scrutiny Committee (Calling In), 12 October 2015, 5.00pm – **89 views**
- Local Plan Working Group, 19 October 2015, 5.30pm – **71 views**
- Planning Committee, 22 October 2015, 4.30pm – **70 views**
- Decision Session - Leader (incorporating Finance and Performance), 20 October 2015 – **74 views**
- Learning & Culture Policy and Scrutiny Committee, 20 October 2015, 5.30pm – **44 views**
- Decision Session - Executive Member for Housing and Safer Neighbourhoods, 12 October 2015, 11.30am – **48 views**
- Staffing Matters & Urgency Committee 26 October – **36 views**
- Decision Session - Executive Member for Culture, Leisure & Tourism, 23 Oct 2015 – **21 views**

38. Information was also provided on the webcasting highlights for 2015:

- Local and Parliamentary Elections in 2015
- Local election:
- **1,746 views**, **1,366 live views** and **380 on demand**. Overall watch time was **30,312 minutes**

- Parliamentary election:
- **1,672 views**, **1,006 live views** and **666 on demand**. Overall watch time was **13,741 minutes**
- These live webcasts were embedded on the websites of ITV Calendar, York Press, Minster FM and York Mix (simply put, the meeting was put on the above websites as the meeting was happening).
- Planning Committee on Friday 27th March 2015 (Community Stadium was on the agenda)
- Attracted **1,850 views**, **736 live views** and **1,114 on demand**
- The total watch time **35,192 minutes**
- Footage was later used in Look North and ITV Calendar news broadcasts that evening.
- Health and Adult Social Care Policy and Scrutiny Committee, 20 October 2015 (Bootham closure was in the agenda)
- Attracted **449 views**, **64 live** and **385 on demand**
- The total watch time was **6,682 minutes**.

39. The Task Group also compared detailed monthly figures for a full year (Annex H), the headline comparisons being:

Month	Watch Time (minutes)	Views
November 2014	14,837	3,893
December 2014	16,180	3,269
January 2015	20,187	3,573
February 2015	18,504	3,546
March 2015	52,021	5,292
April 2015	11,510	6,241
May 2015	52,787	7,327
June 2015	14,036	3,107
July 2015	21,551	3,968
August 2015	8,752	2,377
September 2015	14,220	3,240
October 2015	25,833	4,352

40. Social Media
The Task Group was pleased to note that the Local Government Association has published a series of tasks and tools to show how Members can use social media to help the work of councillors (Annex I). A guide and case studies for using social media tools for E-Democracy

and engagement is at: http://www.local.gov.uk/digital-councils/go-further/-/journal_content/56/10180/6959999/ARTICLE

41. Additional Local Government Association information on transforming public services using digital tools is at: http://www.local.gov.uk/digital-councils/go-further/-/journal_content/56/10180/6357119/ARTICLE

42. To further public engagement, the Task Group questioned the use of Twitter and Skype at committee meetings and it was confirmed that both are technically possible.

43. Skype could be used during public participation and the image could be fed into a television set in the meeting room but there would need to be better audio output. Such a Skype offer would need support of ICT. There would also be the challenge of integrating Skype into the webcast of the meeting. Currently the webcasting technology does not support this.

44. The Police and Crime Commissioner already takes Twitter questions during live sessions. Twitter contributions are invited during the course of the meeting and then there is a short break to evaluate the submissions after which the questions are answered. This would be relatively easy to implement from a technical point of view.

45. Members also asked whether it is possible to integrate presentations and slides into webcasts. While this is possible there is resource and practical implications and it should be noted that presentations and slides for formal public meetings are available on the CYC ModGov website.

46. At a meeting on 10 December 2015 the Task Group was given a presentation of the new CRM system, what it will look like and examples of how it would work (Annex J). The CYC vision "is to be a customer focused organisation placing residents and visitors at the heart of everything we do, supporting customers to do more themselves by providing high quality and responsive digital services to ensure CYC services are always open and available and easy for everyone to use."

47. The presentation was based on an operational My Account system already used by another local authority and took Task Group members through the Oracle Citizen Experience, an integrated local authority platform. The system can offer personalised services once residents sign up for My Account, with the customer portal showing the knowledgebase, intelligent search, personalised notifications and contact options.

48. The knowledgebase shows the best results based on an algorithm that considers factors including search terms used, answers used and feedback ratings. It helps people by suggesting more commonly used search terms, providing the ability to categorise answers and showing important answers recommended by the council. It attempts to provide people with the answer immediately, preventing avoidable contact and increasing customer satisfaction.

49. A facility for reporting problems, such as refuse collections and fly tipping, is integrated with CRM and becomes an entry in a resident's customer records. Updates can be applied and sent directly to the resident, completing a full end-to-end transaction over digital channels. People will be kept informed about the progress of their report via their preferred communication channel, such as email or SMS text message.

50. The Task Group noted that one of the main tools for increasing public engagement in the democratic process is the live webcasting of Council meetings.

51. Webcasting in York began on 4 June 2013 when a meeting of the Cabinet was screened to be viewed live as part of a two-month trial. The aim was to give the public the opportunity to see the Council's decision-making process in action and to promote openness and accountability as well as supporting greater participation in local democracy.

52. Public feedback and statistics from the trial were monitored and reviewed and webcasting has since been rolled out to cover a wide range of local authority meetings including Council, Executive, planning committees, scrutiny committees (including some task group meetings), Executive decision sessions, Local Plan Working Group, Health and Wellbeing Board, Make it York Shareholder Group and local and national elections.

53. In addition to the live screenings CYC offers an online archive where recordings of meetings which have already taken place can be viewed. The webcasts can be viewed on: https://www.york.gov.uk/info/20241/webcasts/1560/meeting_webcasts

54. Currently webcasting costs are around £60k per annum. This includes CYC staff and external support through Pilot Theatre, who currently lead on all Executive and Full Council meetings.

55. However, the CYC webcasting service is transferring to City of York Trading (CYT) in the New Year. CYC only has one person leading on all webcasting as the webcasting assistant has left the organisation.

Recruitment for this role will be looked at going forward, but this will happen once the service has been transferred.

56. The Task Group noted that there were no current arrangements for Skype to be used for public participation at council meetings, but before requesting a cost analysis of such a facility they agreed to ask Democratic Services if there had been any requests for an online option.

57. Democratic Services are not aware of any such requests from members of the public and on occasions when registered public participation speakers have not been able to attend they have been able to email their questions and comments to the committee. The MP for York Central asked to participate in an October 2015 Executive meeting via Skype but her request was made after the deadline for registration for public participation.

58. However, there have been requests from Members to take part in briefing sessions via webcam but this facility is not available at present.

Further Analysis

59. In regard to website usage the Task Group noted that the change in popular browsers (see pie charts in Annex F) was attributed to more mobile phone users visiting the site as Safari is the iphone's default browser.

60. When considering the webcast statistics the Task Group noted that the inclusion of topics of public interest often leads to higher viewing figures (see paragraphs 37-39 above).

- Meetings in October 2015 attracted an average of **156 views** (excluding the short meetings which are videoed and made available to view on demand (see below)

- Shorter meetings (which are videoed and made available to view on demand e.g. Decision Sessions and Staffing Matters & Urgency Committee) typically attract fewer views. Average for these types of meetings in October 2015 was **45 views**.

- Meetings that include the participation of other organisations often attract larger viewing figures, i.e. Health and Adult Social Care Policy and Scrutiny Committee and Health and Wellbeing Board. See highlights in paragraph 38 above.

61. They also queried how webcasts were being accessed and learnt that:

- 39% accessed our webcasts directly via YouTube
- 60% accessed through embedded websites and apps (example www.york.gov.uk)
- 1% other.

62. At a meeting in early November 2015 the Task Group, having considered all the information gathered, agreed that Objectives (i) and (ii) had been achieved but that more information was required before Members were in a position to make recommendations. They agreed that the focus should be public engagement with the new CRM and My Account system along with promotion and engagement with live webcasting of committee meetings.

63. The Task Group noted that whilst the 'interactive' parts of the site like 'do it online' have been 're-skinned' as part of the website re-launch, their functionality has not yet been enhanced. The improved functionality will come with the introduction of the new CRM system.

64. The new CRM system will be a 24/7 service which will be easier to do business with while making the best use of Council resources and will lead to savings. It will put citizens first and improve service delivery.

65. The system will offer omni-channel access across a variety of platforms including web, mobile, social, email and telephone. Once a user has registered to a secure portal the system will create a personal image and brand and capture complex information to make an individual profile specific to the person requiring information.

66. With regard to the review aim: 'To identify the potential for improving public engagement and take up of services through digital means and the Councils ability to respond,' the Task Group accepted there was a need to promote the My Account system and that as ward councillors they have a responsibility to get residents to sign up for the service so everyone can benefit from it. They were pleased to note that the Local Government Association had identified how social media can help the work of councillors (Annex I).

67. The Task Group recognised that for the new system to work efficiently and effectively there would need to be a high level of public engagements and actions were needed to encourage people to take up My Accounts.

68. It is expected that once the system is rolled out, 70% of the population will use the My Account service and steps will need to be taken to prevent the digital exclusion of the remaining 30%.

69. To help encourage this public engagement in the new CRM system the Task Group suggested that training in My Account is made available to all CYC Councillors to enable them to work with and assist constituents as well as an online training tutorial outlining the key functions of the system.

70. The Task Group were pleased to note that the new CRM system could include a facility by which members of the public could be notified electronically about issues in which they had previously expressed an interest as a My Account customer, planning applications or recycling for example, to alert them that the topic was to be discussed by a particular committee.

71. The Council has already introduced webcasting of public meetings (so that residents can watch Councillors scrutinising or making decisions) in their own time or without having to attend meetings themselves.

72. The Task Group was disappointed that there was no search facility or use of hyperlink on the current CYC Youtube channel which resulted in the need to scroll through broadcasts to find a particular point of interest.

73. The Task Group stressed the need to concentrate on getting take-up of services that improve the efficiency of the Council but were mindful of the need to ensure residents were not digitally excluded. Statistically, those people most likely to be digitally excluded are older people, those on low wages, those living in social housing and those without qualifications and it is important these groups are a priority in the engagement process. CYC has already taken steps to ensure that free WiFi (paragraph 35, 36 and Annex G) is available to people who may have no other access to the internet.

Task Group Interim Recommendation

74. The Task Group is keen to feed its findings to date into the Executive's considerations of the implementation of the new Customer Relationship Management system and as such is asking CSMC to make the following recommendations to the Executive:

    i. To make the delivery of online services a priority to enable ease of access for residents and lead to potential efficiency savings within the Council

ii. Identify any potential reasons which would lead to the poor take up of My Account by York residents as these could present a risk to the successful rolling out of the new system;

iii. Carry out market research and public consultation during the My Account design process similar to that carried out for the website redesign;

iv. Make My Account training sessions available for Members so they fully understand the features and utilisation of the system and are able to pass on this knowledge to residents;

v. Implement a comprehensive online video tutorial outlining the key functionality of the My Account system;

vi. Explore the strong integration of My Account so individuals can be "tagged" as a result of issue-based contact with CYC so they can then be signposted to the relevant decision session/committee with which they might have an interest.

vii. Explore hyperlinking agenda items on CYC's Youtube channel and the possibility of rolling this out to all webcast uploads for ease of access.

Options

75. The Committee can agree to present the Interim recommendations to the Executive or choose not to do so at this time but to continue with the review and make all the recommendations in the Final Report as one.

Council Plan

76. This report is linked to the Focus on Frontline Services, A Council That Listens to residents and a Prosperous City For All elements of the Council Plan 2015-19.

Implications

77. There are no implications directly associated with this report and any implications arising from the recommendations in the final report will need to be addressed. If the interim recommendations are adopted there could be financial and HR implications relating to My Account training for members and the implementation of an online video tutorial.

Risks

78. There are no known risks arising from the report. Any risks arising from the final review recommendations will be addressed once they become apparent. However, there are potential risks of poor uptake and understanding of the new CRM system and these need to be taken into account when the My Account system is being designed.

Recommendations

79. Having considered all the information provided in this report the Committee are recommended to:

    i.   Note the work of the review to date

    ii.   Agree the Task Group's Interim Recommendations

    iii.   Agree that work on this review continue.

Reasons:

    i.   To inform the Executive's considerations around the new Customer Relationship Management system;

    ii.   To progress the review to its conclusion.

Contact Details

Authors:	**Chief Officer Responsible for the report:**
Melanie Carr	Andrew Docherty
Scrutiny Officer	AD ITT & Governance
Tel No. 01904 552054	
e: melanie.carr@york.gov.uk	
Steve Entwistle	
Scrutiny Officer	
01904 554279	
steven.entwistle@york,gov.uk	

Report Approved ✓ 22/12/2015

Wards Affected: All ✓

For further information please contact the authors of the report

Background Papers: N/A

Annexes:

Annex A – Copy of Presentation on CYC's current position in regard to online services, its current digital infrastructure and the resources required to enable it to function

Annex B – Customer Centre Performance Information from April 2015 to September 2015

Annex C – Presentation on the Council's website content

Annex D – Web Demonstration on new CRM System

Annex E – Initial Survey Findings

Annex F – CYC Website Usage - Comparison Data

Annex G – Free WiFi Availability

Annex H – Webcasting Analytics 2015

Annex I – Social Media guide for Councillors

Annex J – CRM Presentation

Report Abbreviations:

CRM – Customer Relationship Management system
CSMC – Corporate & Scrutiny Management Policy & Scrutiny Committee
CYC – City of York Council
DCLG – Department for Communities & Local Government
GIS – Geographic Information System
ICT – Information & Communications Technology
LGA – Local Government Association