

# Gwynedd Council Self-service Project Business Plan



## Review History

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## **Introduction**

- 1.1** Customer expectations constantly increase.
- 1.2** An increasing number of customers expect to be able to contact the Council to receive a service or information at a convenient time for them, which is often outside traditional office hours, 09:00-17:00.
- 1.3** Local councils face substantial savings over the coming years. Gwynedd Council is facing a financial deficit of £50 million in the 2013-14 to 2017-18 period, and this situation is likely to continue, and possibly worsen, after this.
- 1.4** The Council will continue to provide the majority of services for its customers but this can be achieved in a more cost effective way, which gives residents better value for money and improves the experience and service for the customer, by encouraging self-service.
- 1.5** Considering all of this, Gwynedd Council is committed to delivering a self-service project that will change the existing pattern of service provision for customers in future.

### **1.6 The current situation**

**1.6.1** Gwynedd Council currently provides services through three main channels:

#### **1.6.2 The internet - [www.gwynedd.llyw.wales](http://www.gwynedd.llyw.wales)**

A new website was launched in December 2014 that was specifically designed and structured to encourage self-service.

In order to respond to the substantial increase in the use of mobile devices to go on-line, the new website was designed to be responsive, i.e. the design was adapted so that it worked automatically on smaller screens.

At present, it enables customers to self-serve through the provision of a range of information about the Council's services, but (except for number three) the items below are all one way traffic, i.e. the customer sends the Council a request / does something on-line, and the Council, if it responds, does so through a different channel (e.g. phone call, e-mail, letter).

- 1. PDF forms to download, fill in and post
- 2. 44 on-line electronic forms for which a customer account is not required to complete them
- 3. 28 on-line electronic forms for which a customer account is required to complete them, enabling the customer to track what happens to his/her application
- 4. Provision of the facility to pay Council Tax, Business Rates, Private Housing Rents and Invoices
- 5. A 'Where I live' system that provides information for customers about services in their local area
- 6. A system to make applications for benefits, benefits calculation, and informing of changes in circumstances

7. A libraries system which enables ordering and renewing books
8. On-line job application system
9. A system to provide information about schools / libraries that close in an emergency e.g. severe weather
10. Other systems: licensing register, archives catalogue, rights of way register

### **1.6.3 Call Centre - Galw Gwynedd**

Galw Gwynedd deals with service enquiries and applications over the phone in the following fields (presented in order of number of annual enquiries)

1. Highways and municipal - various applications for service
2. Payments
3. Registry services
4. Planning
5. Parking
6. Blue Badges
7. 16+ Travel Pass
8. Pest Control
9. Elections (during an election period)
10. It operates as a switchboard for all other Gwynedd Council services

### **1.6.4 One-stop-shops - Siopau Gwynedd**

Siôp Gwynedd has three locations, in Caernarfon, Pwllheli and Dolgellau. They deal directly with enquiries and applications for services in the following fields (presented in order of number of annual enquiries)

1. Benefits applications
2. Council Tax
3. Blue Badges
4. Bus Pass applications
5. Registry services
6. Housing options
7. Payments (by cheque)
8. Highways and municipal - various applications for service
9. Some aspects of Planning work

10. Some aspects of Election work

11. They contact the relevant services to come to Siop Gwynedd to deal with any other applications for face-to-face services.

## **1.6.5 Costs of contacting the Council**

### **1.1.1 General figures**

The latest figures by **Socitm** (*Society of Information Technology Managers*) in **2012/13** states the following costs for every enquiry made by a customer:

£8.21 - face to face

£2.59 - phone

£0.09 - the web

(\* latest figures from Socitm (*Society of Information Technology Managers*) 2012/13 - costs based on figures gathered by Local Authorities in the United Kingdom that participated in the *Channel value Benchmarking Service* **which no longer exists**)

The GOV.UK website has published the costs of its on-line driving test booking process for 2015-16:

£6.62 - face to face

£4.11 - phone

£0.22 - the web

### **1.1.2 Gwynedd Council Figures**

Costs on average for dealing with requests for service (based on requests for Garden Waste Collection, 24.10.2016 – 21.03.2017)

**£8.00 - face to face**

(based on 20.5 minutes per request, including dealing with a customer and time taken to verify money collected)

**£3.90 - phone**

(based on a 5 minute phone call)

**£0.25 - self-service\***

(based on 0.5 hours per week's maintenance (administrative) by the Web Team and 1 hour per week (technical) by the Technical Team)

(\* As the process establishes itself we foresee a reduction in the number of enquiries about the process; this will reduce the maintenance time and the number of applications will increase. This will result in cost reduction.)

## 2 Which channels do our customers currently use?

2.1 Based on the available statistics, this is how customers contacted the Council in 2015-16:

**The website:**                   **1,594,596** visits  
**44,700** transactions (2.8% of the visits)

**Telephone:**                   **1,004,211** calls to Galw Gwynedd and individual calls to extensions at the Council offices  
It is important to note that this figure does not include phone calls to other locations that attract a high number of calls, i.e. leisure centres, libraries, schools, as these figures are not available. It is, therefore, highly likely that the number of phone calls to the Council is much higher than this figure.

**Face to face:**               **26,083** visits  
It is important to note that this figure is possibly lower than the true figure. At busy times at Siôp Gwynedd Caernarfon, not every visit is recorded, and so it is highly likely that the number of visits is, in fact, higher.

2.2 So far, priority has not been given on a corporate level to introduce on-line services. As no specific budget was available to develop on-line services, the process has been very slow and *ad-hoc*, a combination of:

1. encouraging the Council's services to provide simple on-line forms that respond to the needs of on-line customers
2. individual services submitting applications for forms to the Web Content Team, which does not always stem from customer need but rather the need of the service
3. taking the opportunity to introduce any services available through Galw Gwynedd on the website simultaneously (since 2011), e.g. Planning, 16+ Travel Pass. This did not respond to the needs of on-line customers (it followed the Call Centre's business plan) and has, therefore, led to the creation of some on-line services for which demand was low.

2.3 It is essential that the self-service project is given corporate priority, is supported by the Cabinet, the Council's Senior Officers and Services, increases momentum, and receives sufficient resources to carry out the task.

### 3 Our customers' needs and expectations

**3.1** In an OFCOM report (*Annex A: Adults' media literacy in the nations, The Communications Market 2015 (August)*) which looked at statistics in Wales, it was noted that:

**3.1.1** 74% of adults (16+) in Wales buy items on-line (at least once a quarter)

**3.1.2** 58% bank and pay bills on-line

**3.1.3** 80% are prepared to provide home address details on-line

**3.1.4** 77% are prepared to pay for something on-line by providing credit or debit card details

**3.1.5** 19% are concerned about on-line security / fraud

**3.1.6** 6% are concerned about personal privacy on-line

**3.2** The Welsh Government National Survey for Wales 2014-15, looking specifically at Gwynedd, stated that:

**3.2.1** 79% of households in Gwynedd had internet access (19% had high-speed fibre broadband and 77% had normal broadband) (*It should be noted that the 'Superfast Wales' programme has increased the number who have access to high-speed fibre broadband since 2014-15*)

**3.2.2** 71% of adults in Gwynedd have visited a Welsh public service or Welsh Government website over the past 12 months (e.g. Local Authority, School, Health Authority, Traveline Cymru, Tourism Sites such as Visit Wales)

**3.2.3** 96% were satisfied with the website they had visited

**3.2.4** **41% in Gwynedd had completed an on-line transaction on that website**

**3.3** The figures above are very positive in terms of the willingness of Gwynedd residents to use the internet and public service websites. However, rather than depending on the figures above alone, we felt it important for us to consult with Gwynedd residents in order to gather more specific information about the Gwynedd Council website. This will help us plan which services should be available on-line and when, what problems (if any) need to be overcome in order for customers to use self-service on the Council's website and how to go about targeting the marketing of those services.

**3.4** To achieve this, an on-line survey was conducted between 24 June 2016 and 18 July 2016, asking customers about their general internet usage, their use of the Gwynedd Council website, and what kinds of services they would use on the Gwynedd Council website if they were available. See **Appendix A** for a copy of the survey. 664 responses were received.

- 3.5** At the same time we conducted the same survey on the streets, at leisure centres, and libraries across the county. 326 responses were received.
- 3.6** The questions were also asked in the Citizens Panel survey conducted during the summer of 2016. 520 responses were received.
- 3.7** The questions were also asked as part of the on-line 'Summer Survey' held during the summer and autumn of 2016. 1144 responses were received.
- 3.8 The main findings from the 2654 completed questionnaires are as follows.** See **Appendix B** for a full analysis of the findings. *It must be noted that 'respondents' in each case refers to the respondents of each specific question (customers who completed the questionnaire did not answer every question asked).*
1. There was a cross-section of people of different ages and from different locations across the County.
  2. 77% of respondents already used the internet.
  3. 54% of respondents used the internet to socialise (Facebook, Twitter), with a clear pattern of increased use among the younger age groups.
  4. 68% of respondents used the internet to shop / bank, and the level of usage was fairly consistent across all age groups (except for the 65+ age group, which is lower but is still above 50%).
  5. 15% of respondents used the internet in Welsh, 47% used the internet in English, 15% used it in Welsh and English and the rest did not respond.
  6. The most popular device for going on-line was a smart phone for all respondents (25%), tablet (19%) in second place, laptop (18%) in third place, and PC (13%) in fourth place. The use of devices varied significantly according to age group: the smart phone was the most popular device among under 44s, the 4 devices were fairly equal among 45-64 year olds, and all devices, with the exception of the smart phone, were used equally among over 65s.
  7. 41% of respondents who live in Gwynedd use the Gwynedd Council website to request services.
  8. Of the 1084 respondents who use the website, the services they use are: applications for waste / recycling services (the most popular by far) and then public transport, schools, jobs, council tax, planning, libraries, roads / street lighting and leisure centres.
  9. Looking at the reasons for not currently using the internet (908 responses), the two main reasons were: 'had not needed any services' (21%) and 'would rather phone' (14%).
  10. The services respondents would be most likely to use, if available, were **Request something simple** (52%), **Report a problem** (52%) and **Check something** (49%) (respondents could select more than one option).
  11. The services respondents would be least likely to use, if available, were **Request and pay for something personal / official** (33%) and **Request something personal / official** (31%) (respondents could select more than one option).
  12. For other services, 44% would **Request and pay for something simple**, 43% would **Pay for something** and 40% would **Order / book something** (respondents could select more than one option).

- 13. 61% of respondents who use the internet to bank / shop would be prepared to use the Council's website to apply and pay for something simple.
- 14. 46% of respondents who use the internet to bank / shop would be prepared to use the Council's website to apply and pay for something more personal / official.

- 3.9 The results of the survey follow a pattern that is very similar to that seen in the OFCOM report and Welsh Government's National Survey for Wales.
- 3.10 The results of the survey confirm the pattern of usage seen so far on the Council's website, namely, a substantial use of some simple on-line processes with less use of more complex processes.
- 3.11 This, therefore, confirms that focus should be placed on introducing simpler processes when establishing self-service and getting customers to change to use the on-line channel.
- 3.12 This does not mean that more complex on-line processes should not be developed but we should be aware that much more work will be needed to market and change our customers' mindsets so that they use them.
- 3.13 It must be accepted that some Gwynedd residents will not want or need some of the services on offer on-line, such as the 21% of respondents who had never needed any services. The nature of some of the Council's services means that customers rarely need to get in touch with us, if at all.

## **4 Developments needed to move the project forward**

### **4.1 The following principles ensure clarity and provide operational rules for the project**

#### **4.1.1 Customers must have an account before submitting any on-line service requests**

Since 2011 'My Account' exists on the Gwynedd Council website, which enables customers to create an account to submit service requests (28 at present) or to submit a job application (See **Appendix C** for a full list of services).

'My Account' needs to be developed into a self-service hub on the website, so that customers must have an account to submit any on-line forms. This will:

1. ensure convenience for the customer (parts of the forms will be pre-completed with the customer's details if he/she has logged on)
2. **enable customers to track his/her entire application on-line which will reduce avoidable contact, i.e. customer not having to e-mail / phone / drop in for updates on his/her application, and thereby reducing costs for the Council**
3. **maximise the potential to market other services**

The process of creating an account used to take around 5 minutes to complete. Since October 2016, the process has been simplified. Now, only a name, e-mail address and password are required to create an account, which means that it is possible to create an account in around 2 minutes. An account only needs to be created once to access all available services.

Having said this, it is possible that there are certain circumstances, e.g. reporting a pot-hole in the road, where customers do not wish to create an account and where we should not force them to do so. Applying for a service without setting up an account means that it would not be possible to track that application on-line, but that would be the customer's choice.

We will look at giving the customer the option of creating an account or not, in order to submit some service requests, as phase 2 of the development, having launched phase 1 in November.

#### 4.1.2 Single sign-on and associated costs

A customer should only have **one account** to access all the Council's services.

Historically, because different departments have procured different software to provide services, currently, there are cases on the website where a customer could have a

1. 'My Account' account (Council's central account),
2. a different account with different login details for ordering or renewing library books
3. and different login details again to complete a benefits application.

As the number of services available on the website increase, this situation is not sustainable and, more importantly, gives the customer a very poor experience.

After all, customers do not need different login details on websites such as Amazon in order to buy a book, item of clothing, kitchen appliance etc. so why should the situation differ on the Council's website.

**If it is not possible to solve this problem, customers will not use self-service on the Council's website as it will be too cumbersome.**

Such a situation can be overcome by purchasing API software (*Application Programming Interface*). Such software enables external systems (such as libraries systems) to share login details with our central self-service account, in a secure manner, so that a customer need only login once to access all the Council's services, no matter what software is used.

In some instances, API software will be needed for data exchange between the new CRM (see 4.2 for more information) and back office systems in order to ensure that the data transfer process from the on-line form / system to the relevant back office is fully automated.

#### **Funding API software (*Application Programming Interface*)**

1. Each tender for a new system for use on Gwynedd Council's website must include a clause stating the need for API(s) to enable single sign-on or data exchange between systems. The Service that purchases the package will be responsible for negotiating and paying the costs of the contract.

2. If there are cases where an API needs to be purchased for systems that already exist on the website, in order to link them up to single sign-on, the project will pay the capital cost of purchasing the API. In order to achieve this, a bid for additional one-off funding will be submitted. The relevant Service will pay the revenue maintenance costs of the API from existing funds, or through submitting a bid for it.

## **4.2 Developing a new Customer Relationship Management System - 'CRM Gwynedd'**

- 4.2.1** At present, Galw Gwynedd uses the Siebel CRM system to manage the Council's relationship with the customer. This system records service requests and enables everyone using the system to work on the application, update the status of the request etc.
- 4.2.2** The existing system has proved to be far more complex than is necessary for the Council and, consequently, developing and maintaining any new services in the system has proved slow and takes up substantial resource.
- 4.2.3** 'My Account' on Gwynedd Council's website uses Siebel CRM as a system to support self-service on the website, but the fact that development and maintenance take up a substantial resource also impedes the development of self-service on the website.
- 4.2.4** Siebel CRM costs the Council £35,000 annually.
- 4.2.5** In order to speed up the process of introducing on-line self-service and save Galw Gwynedd an additional £23,300 (not included in any existing savings plans) the decision has been made to get rid of Siebel CRM.
- 4.2.6** Research work has been carried out to look at other systems that could be used as a CRM and as systems to provide self-service, e.g. Agilisys, but the costs of such systems were substantial (approximately £120,000 per year).
- 4.2.7** A report was submitted to the Delivery Panel on 17 May 2016 recommending that we build on the firm foundations that already exist for self-service on the website, and in order to facilitate further development, that we develop a CRM internally ('CRM Gwynedd') that will replace Siebel. The recommendation was approved.
- 4.2.8** In order to develop 'CRM Gwynedd' internally, investment is needed in the Information Technology Service. See point 4.3 for more information.
- 4.2.9** **'CRM Gwynedd' will be simpler, easier to develop and maintain, and will be a hub for service provision for the three channels (internet, telephone, face to face).** See **Appendix E** for more information.

### **4.3 Strengthening the Information Technology Service resource**

- 4.3.1** In order to develop self-service on the website and develop a new CRM system to replace Siebel CRM, 4 experienced Information Technology staff members will have to be diverted to work full time on these projects.
- 4.3.2** Freeing up the time of these 4 staff members will require a combination of temporary staff as back-fill for a 3 year period, and specialist consultant time to continue working on the rest of the Service's development needs.
- 4.3.3** See **Appendix F** for a full analysis of the needs and related costs.

#### **4.4 Strengthening the Web Content Team resource**

- 4.4.1** The Website's Information and Services Manager's time will have to be freed up in order to manage the self-service project.

To achieve this, the day to day duties of managing the Web Content Team will be given to another member of the team.

**Costs:**

Increasing the salary of the Website Information and Services Manager for three years in remuneration of the project management duties: **£2,599 per annum** (maximum grade including oncosts).

Increasing the salary of the Website Information and Services Officer for three years in remuneration of the team management duties: **£2,019 per annum** (maximum grade including oncosts).

- 4.4.2** The self-service project will increase the Website Content Team's work load in terms of developing new on-line forms (creating forms, testing and testing with the public), developing new systems (developing content of systems, testing, and testing with the public), developing / adapting content to put on the website.
- 4.4.3** It is important to note that self-service does not just mean the provision of on-line forms. Every visitor to the website is self-serving in some way, either by searching for information or by sending a service request using a form. If the information is easy to find, easy to understand, is correct and current, it avoids a phone call (and perhaps a visit), i.e. What are the opening hours of Porthmadog Leisure Centre? Substantial work has been carried out whilst developing the new website, to change the way information is presented on the website and to ensure that it is the information that our customers want, not what we as a Council think we need to provide.
- 4.4.4** The work currently under way on the website will need to continue, ensuring that the current standard is maintained and continually improved by consulting with our customers and responding to any comments / complaints.
- 4.4.5** To enable this, the duties of three existing team members (the equivalent of 2.2 full time posts) will be revised to mainly work on the self-service project and a new temporary 3 year position will be created to continue with the day to day work of maintaining the website, ensuring customer satisfaction and supporting some elements of the self-service project, e.g. testing forms / systems and testing with customers.
- 4.4.6** The new post, **Website Information and Services Assistant**, will be on a GS6 salary grade.  
**Cost: £26,146 per annum** (maximum grade including oncosts).

## 4.5 Process analysis

- 4.5.1** When introducing on-line services, the current process for providing the service will need to be analysed in order to re-design the process for self-service. This could lead to changes to the way in which the service is provided in order to ensure that the customer's experience is simple and hassle free.
- 4.5.2** Currently, the work will be completed as part of the day to day duties of the Web Team and the relevant Galw Gwynedd and Information Technology officers.  
**Cost:** None
- 4.5.3** As *Ffordd Gwynedd* establishes itself, services will have gone through this process themselves, which in turn means less work for the Web Team and Galw Gwynedd officers in analysing processes.

#### **4.6 Using Galw Gwynedd resources as self-service system administrators, to promote the use of self-service and use webchat to support self-service.**

- 4.6.1** Galw Gwynedd currently provides an administrative service for the existing Gwynedd Council Website self-service, e.g. helping customers who are unable to access their account.
- 4.6.2** This service will need to continue, but it is anticipated that, as the on-line services increase, the number of customers who create an account and who need support will also increase, and there will, consequently, be a substantial demand for this administrative service for a time.
- 4.6.3** Galw Gwynedd will need to be used to promote the on-line services and to offer to create on-line accounts on behalf of customers to facilitate the shift from the phone channel to the web. This will again increase demand on the Galw Gwynedd administrative service for a time.
- 4.6.4** The capacity within Galw Gwynedd will need to be monitored in order to deliver this temporary role. This could mean that an application for temporary funding is submitted depending on how Galw Gwynedd copes with the additional work generated by the project during this initial period.
- 4.6.5** A number of Councils that prioritise self-service use *webchat* to support self-service, e.g. if a customer is unsure how to complete a form or is unable to find information on the website, they can get in touch through a live webchat. This is a cost effective way of supporting customers who are already on-line, as it is possible to engage with at least 3 customers simultaneously. It also ensures we keep the customer on-line as opposed to them picking up the phone.
- 4.6.6** Most Councils that use this technology do so during normal office hours and, so, it is not anticipated, at present, that we would extend the Galw Gwynedd opening hours to facilitate webchat.
- 4.6.7** Galw Gwynedd staff members would have to be trained to use the webchat software and language standards would have to be maintained by sending the staff on Language Refresher courses.
- 4.6.8 Costs:**  
**Additional resource in Galw Gwynedd:** to be assessed after monitoring capacity  
**Webchat software:** Approximately £4,000 per year, maintenance (introduction timetable needs further consideration)  
**Language Refresher course:** No direct cost as language refresher courses are held internally.

## **4.7 Redirect some of the Siop Gwynedd resource to promote the use of self-service**

- 4.7.1** Currently, Siop Gwynedd offers a counter service where a customer is required to go up to a staff member to request a service.
- 4.7.2** A number of Councils that prioritise self-service have redirected resources at their one-stop-shops to be more proactive, i.e. when the shop is busy, staff walk the floor with a mobile device asking customers what they want. If the service they wanted to access was available on-line, the staff member would help the customer complete the service application on-line on a mobile device. Staff would offer to set up an account for the customer so that next time they can self-serve.
- 4.7.3** It is recommended that Gwynedd Council adopt this way of working in Siop Gwynedd, by redirecting existing resources to support and encourage self-service among customers.
- 4.7.4** Investment will have to be made in various mobile devices and staff training in order to undertake the work.
- Costs:**  
**Tablet x 3: £900**  
**Small device, e.g. mobile phone x 3: £390**  
**Staff training:** No direct cost as it will be held internally by the Web Team and Digital Content project staff

## **4.8 Using SMS (Short Message Service)**

- 4.8.1** Wi-fi internet access is not available in all parts of Gwynedd at present; therefore, it is not possible to depend on the sending of e-mails alone to customers to inform them of new services / update them about their applications for services / problems that have arisen with the service, e.g. sending them a message apologising that we have been unable to collect their bins as the road was closed.
- 4.8.2** When a customer creates an account on the Gwynedd Council website, we should ask them how they would like us to send them updates / information: e-mail and/or text message. *It should be noted that one way contact alone is what is being considered for text messages at present, i.e. Gwynedd Council sending text messages to customers but not receiving text messages from customers.*
- 4.8.3** A solution for using this technology is already being developed for internal self-service for Gwynedd Council staff. It is also possible to use the existing solution for sending text messages to customers outside the Council. It is possible to send up to 20,000 text messages per month using the existing licensing agreement. If the project is so successful that more than 20,000 text messages would need to be sent per month, a different licensing agreement would be needed, which would lead to further costs in future.

## **4.9 Create a Gwynedd Council APP**

- 4.9.1** Considering that the research work conducted with Gwynedd residents state that the most popular device for going on-line is the smart phone (25% of respondents) a Gwynedd Council APP needs to be developed in order to enable customers to submit simple applications for services on-line using their smart phones (without having to go on-line).
- 4.9.2** An initial APP will be developed by the end of October 2017, with further developments being introduced over a period of time.  
**Cost:** £10,000

## **4.10 Marketing and promoting the use of self-service**

- 4.10.1 Providing on-line services alone will not move customers from the telephone and face-to-face channels to the on-line channel.**
- 4.10.2** The initial work of promoting what is available to customers using self-service will begin in earnest in November 2017. See **Appendix D** for a full programme of events.
- 4.10.3** Following the initial work of promoting, constant marketing will be needed as new services are introduced.
- 4.10.3.1** An external marketing plan will need to be created jointly with the Communication Unit for every new service offered on the website in order to raise awareness and target specific customer audiences in different ways depending on the service in question.
- 4.10.3.2** An internal marketing plan will need to be created jointly with the Communication Unit for every new service offered on the website to encourage staff to promote the services among customers and to enable some specific staff members (staff of the particular service, Siop Gwynedd and Galw Gwynedd staff) to promote and assist customers with any enquiries about the on-line service.
- 4.10.3.3** The consultation work carried out with residents will have to be used, along with collaboration with the Research Unit and collaboration with the Digital Content project staff in order to carry out targeted marketing work for the audience in question and, in the long term, assist vulnerable customers with technical matters (*assisted digital*) to fill in on-line forms.
- 4.10.3.4** An element of the marketing work will include going out to libraries, leisure centres and out on the streets with mobile devices to raise awareness of new services. This type of marketing will need to be extended in the long term, to be a way of assisting vulnerable customers technically (*assisted digital*) to fill in on-line forms.

#### **4.10.4 Costs**

**External Marketing Plan:** £20,000 over two years (See Appendix D)

**Internal Marketing Plan:** none

**Tablet x 2:** £600

**Small device, e.g. mobile phone x 2:** £260

#### **4.11 Change staff mindset throughout the Council**

**4.11.1 For the self-service project to succeed the mindset of staff on every level across the Council needs to change.**

**4.11.2** There is no point in proposing on-line services suggesting to customers that they will receive an improved and faster service from the outset if the staff providing the service are not going to operate in a better and faster way.

**4.11.3** Not every service will lend itself to self-service but, where services do lend themselves to self-service, it is vital that all staff members involved with the process have the necessary mindset to ensure the success of the project.

**4.11.4** Close collaboration with the Organisation Development Team and the Ffordd Gwynedd Team will be necessary to change the mindset of staff and services as they begin to offer on-line services.

#### **4.12 Change customer mindset**

**4.12.1 For the self-service project to succeed the mindset of some customer sectors who currently prefer to get in touch with us over the phone or face to face needs to change.**

**4.12.2** The consultation work carried out with residents will have to be used, along with collaboration with Members, Siop Gwynedd, Galw Gwynedd, the Research Unit, the Communication Unit and the Digital Content project staff in order to

- establish and understand what prevents these sectors from using self-service
- develop work plans to change customer mindset, targeted toward specific services and the audience in question.

## 5 Action Plan

### 5.1.1 Self-service will be developed on 2 levels:

1. **Develop on-line forms that are integrated with the CRM and / or back office**

- we will decide which forms these are based on an assessment of user numbers and possible savings

2. **Integrate 'Portals' from external companies with 'My Account' to provide services**

- we will not encourage investment in external 'portals' unless they provide an on-line service that cannot be internally developed or maintained faster/cheaper, and provide a better service for customers. Whether investing in a 'portal' is more cost effective and offers a better service than using an API to connect to an external system through 'CRM Gwynedd', will need to be assessed on a case by case basis. Over time, we will assess the success of the external portals' used on the website to see whether they are sustainable, and will design a further action plan on this basis.

See **Appendix E** which explains the relationship between the different developments.

### 5.1.2 **Service transfer plan from the existing CRM (Siebel) to CRM Gwynedd**

From January 2018 we will begin a programme to transfer services which are in the existing CRM to CRM Gwynedd. This plan will have to tie in with the new on-line services development plan, as it will be the same staff members who will be completing the work.

It is possible that some processes / services will have been transferred in advance of this if the opportunity arises.

### 5.1.3 A plan to transfer forms that do not require an on-line account to be part of 'My Account'

- 44 forms currently exist on the website that do not require an account to complete them. These send a copy of the application through e-mail to the relevant service, i.e. the information provided by the customer is not fed straight to the service's back office (in order to create savings).
- we will be using usage numbers to prioritise which forms should be integrated with Gwynedd CRM or the relevant back office in order to create savings
- these forms will reduce in number over time, with each form giving the customer the option of creating an account or not in order to submit it
- it is anticipated that the project will be at a sufficiently advanced stage by 2018 to begin the transfer work, even though we will take advantage of any opportunity to begin this work at an earlier date. This plan will have to tie in with the new on-line services development plan and plan to transfer services from the existing CRM as it will be the same members of staff who will be completing the work.

### 5.1.4 What types of transactions are most likely to succeed?

National research and our research work in 2016 support the principle that, as a starting point, simple transactions need to be set up that are likely to have taken up in order to encourage customers to turn to the website for services. Having succeeded with simple transactions, we can then move on to look at more complex services; which the majority of customers may not choose to request on-line, but must be developed in order to achieve savings. Hand in hand with this, more targeted marketing work will be necessary as well as establishing ways of helping customers with such transactions.

## Services to be introduced over the next two years

The plan and timetable for introducing the services up to April 2018 are set, but they will require regular revision as priorities change and new opportunities arise.

As things currently stand, the plan is as follows:

### 1. Forms that require a self-service account to complete. The customer will be able to track the application using the account.

Order of Introduction	Service	When will the service be introduced?
1	Order a garden waste collection	October 2016
2	Application for street care licences - skips, scaffolds etc.	January 2017
3	Ordering waste/recycling equipment	April 2017
4	Waste/recycling enquiry/complaint	July 2017
5	Report missed waste / recycling collection	September 2017

6	Request a bulky waste collection	October 2017
7	Highways Services e.g. notifying of potholes in roads, broken street lights etc.	January 2018
8	Primary School transfer	April 2018
9	Primary School entry	June 2018
10	Copies of birth / marriage / civil partnership / death certificates	August 2018
11	Appointments for birth / marriage / civil partnership / death registrations	October 2018
12	Application for annual parking permits	December 2018
13	Parking enquiry / complaint	February 2019
14	The remainder of the Siebel processes that are suitable to be transferred to Gwynedd CRM	April 2020

## 2. 'Portals' integrated with the self-service account

Order of Introduction	Service	When will the service be introduced?
1	Leisure centres - joining, fitness session hire ('Gladstone' portal)	October 2017
2	School payments - lunch, trips, clothes etc.	October 2017
3	Council Tax - tracking payments, submit a direct debit application, notifying of changes in circumstances etc. (Advantage Digital Portal by 'Capita')	April 2018
4	Libraries - search a catalogue and order / renew a book ('SirsiDynix' Portal). The software has already been purchased and is used on the website. It will need to be linked to 'My Account' in order to enable single sign-on.	August 2018
5	Benefits - calculator ('IEG4' Portal). The software is already being used on the website. It will need to be linked to 'My Account' in order to enable single sign-on.	December 2018
6	Benefits - benefits application ('IEG4' Portal) The software is already being used on the website. It will need to be linked to 'My Account' in order to enable single sign-on.	December 2018
7	Benefits - change in circumstances	December 2018

	('IEG4' Portal). The software is already being used on the website. It will need to be linked to 'My Account' in order to enable single sign-on.	
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*\* Initial discussions have been held with services about some other portals that may possibly be added to the list above.*

### 3. Long term plan

In a field that is constantly changing, and in an organisation where new opportunities constantly arise, it is no point in producing a binding long term plan of the services that will be introduced.

In the mid / long term the Self-service Project Group will need to operate as follows:

- a. Ensure that all the service provision processes are transferred from Siebel to Gwynedd CRM. This will deliver a saving by getting rid of Siebel and freeing up time for Galw Gwynedd staff to administrate and promote self-service.
- b. Ensure transfer of forms that do not currently require an account to 'My Account'. This will enable customers to track every application he/she makes on-line, will improve the service for customers and will manage expectations.
- c. Assess, when transferring an existing process or when developing a new process, whether the customer should be able to submit an application for the service without having to create an account.
- d. Prioritise applications from Council Services for self-service as they are submitted, based on (i) improving the service for customers, (ii) take up of the service and (iii) savings that could be delivered.
- e. Identify opportunities to introduce self-service in new areas in order to improve services for customers and deliver savings.

#### 5.1.5 Promote the use of self-service and marketing services that are available

- a. The initial work of promoting what is available to customers through self-service will begin in November 2017. See **Appendix D** for a full programme of events.
- b. Following the initial promotion, constant marketing will be needed as new services are introduced. See **4.10 Marketing and promoting the use of self-service** for more information.

## 6 Savings / Costs

6.1 A number of councils in the past have adopted a business plan that's based on setting targets to transfer a specific percentage of their transactions from a face to face and telephone channel to on-line transactions (e.g. 40%), across every service, and using 'cost per transaction' to provide savings targets for the plan in its entirety. But, consequently, those councils have found it very difficult to measure the savings and to test whether the savings have been achieved or not.

6.2 It is therefore suggested that Gwynedd Council should not follow this route of setting specific targets for the plan but rather, as a starting point, that the project enables services across the Council to deliver savings or cuts that have already been identified. In time, it will be necessary to look beyond current savings and move forward to proceed in the way described in point 6.3.

6.3 This project will go on to identify additional savings not thus far identified, but this is premature at this time. An individual business plan needs to be created for every such project in order to see whether introducing self-service will deliver savings before going ahead with any technical developments. A business plan of this kind will look at current service usage (numbers of transactions and type of customers), how much every transaction currently costs, how much will it cost after re-designing the service, how many customers are likely to use that specific on-line service and, therefore, how much savings can be expected from introducing the service on-line.

6.4 It is anticipated that the self-service plan will offer savings by categorising self-service in 2 ways:

1. **Forms that have been integrated with back office systems**

These will save on printing and postage costs for forms, as well as the administrative cost of inputting the forms once they have been received. This, in turn, will free up time in parts of posts or entire posts.

2. **Transform the way an entire service is provided, using self-service to introduce substantial parts of the service**

This is what will provide the most substantial savings, e.g. in the Leisure Centres service, the project to introduce on-line self-service and at Leisure Centre receptions themselves, anticipates the creation of savings of £60,000.

6.5 It is vitally important that every process is thoroughly scrutinised, and that the opportunity is taken to re-design processes, even with the most straightforward forms, in order to take every given opportunity to improve services for customers and identify savings.

The Web Content Team, jointly with the service, is able to do this with simple processes but when it becomes clear that the change needed means changing back

office processes in order to identify savings, it will be necessary to collaborate with the Ffordd Gwynedd Team to transform the process from beginning to end.

6.6 Whilst a choice of a different channel remains available, a percentage of customers will never choose to move over to the on-line channel.

The only way to ensure 100% usage of self-service is by removing other channels in cases where it is practical and appropriated to do so. Currently, in Gwynedd, it is likely there will be very few occasions where it will be appropriate to do this. If this is considered appropriate, the implications will be have to be considered for every individual situation before submitting a recommendation for the consideration of the Cabinet.

6.7 Looking at savings estimates in 6.8, which is equivalent to approximately £80,000 per year on average, and costs in 6.9, it can be seen that the project costs will have been repaid, in the form of savings, within 5 years.

Any services introduced in addition to those noted in 6.8 provide further savings.

## 6.8 Savings

6.8.1 In Galw Gwynedd and every Siop Gwynedd there will 3 aspects to the savings:

1. Getting rid of Siebel CRM
2. An increase in the number of customers who use self-service should lead to a reduction in the number of phone calls, and to a lesser extent, customers dropping in to Siop Gwynedd, which will free up staff time at those locations.
3. Currently, 10 on-line services (which send the form as an e-mail that has not been integrated with the back office) are administrated in Galw Gwynedd. It takes 14 weeks per year (full time) to administrate the forms. Most of this time will be saved when those forms are transferred to 'My Account' on-line.

It is important to note that each instance of time saving will not in itself lead to a saving in real terms.

However, ensuring a succession of time savings will lead to a real term saving and / or redeployment of resources, in order to further improve the service.

6.8.2 Similarly, savings in Services will be delivered in the form of time and / or money.

### 6.8.3 Real term savings

Introduction date	Service	Background	Annual Saving
April 2020	Stop using Siebel CRM	No need for annual licence	£23,300

#### 6.8.4 Assisting in the delivery of savings already identified / realised in services

Introduction date	Service	Background	Estimated permanent saving to date
24.10.2016	Order garden waste collection	The plan in its entirety presents a saving of £750,000 (£550,000 by increasing income and £200,000 through streamlining collection rounds).	£20,000
31.10.2017	Joining a Leisure Centre; booking a session at a Leisure Centre	The service has delivered a saving of £60,000 thus far. The Self-service Project has enabled the Leisure Centres to cope with the saving made and ensure that the service is sustainable in future.	£60,000
31.10.2017	Paying for school meals		Estimation not currently available

#### 6.8.5 Various savings across services that will enable the delivery of efficiency savings in future

Introduction date	Service	Background	Estimation of annual saving to date
01.03.2017	Apply for a skip / scaffold / hoarding / other construction licence	The service has saved 10 minutes of administrative work per application since the introduction of self-service.	£2,600
27.04.2017	Order waste and recycling equipment	Based on estimated annual requests in Galw Gwynedd = 11,500	£14,000
31.07.2017	Waste/ recycling enquiry/complaint	Based on estimated annual requests in Galw Gwynedd = 9,000	£11,000
31.08.2017	Report missed waste / recycling collection	Based on estimated annual requests in Galw Gwynedd = 4,000	£5,000
31.10.2017	Order bulky waste collection	Based on estimated annual requests in Galw Gwynedd =	£2,500

		2,000	
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## 6.9 Costs

Number	Item	Description	When will the item be required?	Capital cost	Revenue cost
1	1 additional post in the Web Content team - GS6 salary scale 3 years initially	In order to free up the Website Manager's time to manage the self-service project, free up 1.5 resources of the Content Team to work on developing self-service on the website, the team must employ one additional resource	Yr 1 / 2 / 3		£78,438 over 3 years
2	Honorarium for the Self-service Project Manager		Yr 1 / 2 / 3		£7,797 over 3 years
3	Honorarium for the Website Information and Services Officer	To acknowledge the taking on of managing the Web Content Team in order to free the Website Manager to manage the Self-service Project	Yr 1 / 2 / 3		£6,057 over 3 years
4	Backfilling the Information Technology service - 3 years initially		Yr 1 / 2 / 3	£3,600	£226,752 over 3 years
5	Purchasing mobile devices for Siop Gwynedd and staff visiting Libraries / Leisure Centres / other locations to promote specific services as part of marketing	5 tablets 5 smart phones	Yr 1	£2,150	

	campaigns and to assist vulnerable customers ( <i>assisted digital</i> )				
<b>6</b>	Developing a Gwynedd Council APP	Cost of developing the APP	Yr 2 / 3	£10,000	
<b>7</b>	Marketing Plan	Plan developed jointly with the Communications Unit - many elements can be marketed for free, but some elements require a budget	Yr 2 / 3		£20,000 over two years
	<b>Sub-total</b>			<b>£15,750</b>	<b>£339,044</b>
	<b>Total</b>			<b>£354,794</b>	

## **7 How will we measure success?**

1. Customer satisfaction
2. Number of people that create an account
3. Number of service requests submitted through the different channels
4. Actual savings the Council generate

An assessment will need to be conducted after submitting every on-line service to see how successful it is, looking at the 4 elements above, and in order to learn lessons before introducing subsequent services.

## **8 Appendices**

## APPENDIX A

### INTERNET USE AND FACE-TO-FACE SURVEY QUESTIONS

Conducted between 24 June 2016 and 18 July 2016

1. Ym mha grŵp oedran ydych chi?  
Which age group are you in?  
16-24  
25-44  
45-64  
65+
2. Beth yw eich côd post?  
What is your postcode?
3. Pa un o rhain sy'n eich disgrifio orau?  
Which of these best describes you?  
Gweithio / Working  
Ddim yn gweithio / Not working  
Wedi ymddeol / Retired
4. Ydych chi'n defnyddio'r we o gwbl?  
Do you use the internet at all?  
Ydw / Yes  
Nac ydw / No Pam? Why not?
5. Ydych chi'n mynd ar y we er mwyn cymdeithasu – defnyddio Facebook / Twitter ayyb?  
Do you go online to socialise – use Facebook / Twitter etc?  
Ydw / Yes  
Nac ydw / No Pam? / Why not?
6. Ydych chi'n mynd ar y we er mwyn siopa / bancio?  
Do you do online shopping / banking?  
Ydw / Yes  
Nac ydw / No Pam? / Why not?
7. Pa ddyfais rydych chi ei defnyddio fwyaf i fynd ar-lein?  
Which device do you use most to go online?  
Smartphone  
Tabled / Tablet (e.e. ipad)  
Gliniadur / Laptop  
Cyfrifiadur / Computer  
Arall / Other
8. Pa rai o'r dyfeisiadau hyn sydd ganddoch chi?  
Which of these devices do you own?  
Smartphone  
Tabled / Tablet (e.e. ipad)

Gliniadur / Laptop  
Cyfrifiadur / Computer  
Arall / Other

9. Ydych chi'n defnyddio gwefan Cyngor Gwynedd yn barod i ofyn am wasanaethau?  
Do you already use Gwynedd Council's website to ask for services?

Ydw / Yes            Be? / What?

Nac ydw / No      Pam? / Why not?

10. Petai'r gwasanaethau hyn ar gael ar wefan Cyngor Gwynedd pa rai fysa chi'n eu defnyddio?

If these services were available on Gwynedd Council's website which ones would you use?

1. **Dweud wrthym am broblem**, e.e. golau stryd wedi malu, twll yn y ffordd, problem biniau, baw ci  
**Tell us about a problem**, e.g. broken street light, pothole, bins problem, dog fouling
2. **Gwneud cais am rhywbeth syml**, e.e. archebu bin newydd, ymaelodi efo'r llyfrgell, gwneud cais am le i blentyn mewn ysgol  
**Apply for something simple**, e.g. order a new bin, join the library, apply for a place in a school
3. **Gwneud cais a thalu am rhywbeth syml**, e.e. casgliad gwastraff swmpus, trwydded parcio, trwydded lansio cwch  
**Apply and pay for something simple**, e.g. bulky waste collection, parking permit, permit to launch a boat
4. **Gwneud cais am rhywbeth mwy personol**, e.e. cais am fudd-dal, cais am gymorth gan y gwasanaethau cymdeithasol  
**Apply for something more personal**, e.g. benefits application, help from social services
5. **Gwneud cais a thalu am rhywbeth mwy personol / swyddogol**, e.e. trwydded ar gyfer eich busnes  
**Apply and pay for something more personal / official**, e.g. a licence for your business
6. **Archebu / trefnu rhywbeth**, e.e. apwyntiad i gofrestru genedigaeth / marwolaeth, archebu cwrt chwaraeon  
**Book something**, e.g. an appointment to register a birth / death, book a sports court
7. **Talu am rhywbeth**, e.e. Treth Cyngor, anfoneb am wasanaeth  
**Pay for something**, e.g. Council Tax, invoice for a service
8. **Gwirio (checkio) rhywbeth**, e.e. beth sydd wedi digwydd i gais am wasanaeth rydych wedi'i gyflwyno ar-lein, faint o Dreth Cyngor rydych wedi'i dalu, ceisiadau cynllunio yn ymyl eich tŷ chi  
**Check something**, e.g. the status of a request for service you've submitted online, how much Council tax you've paid, any planning application near your home
9. **Arall**  
**Other**

11. Ym mha iaith rydych chi'n defnyddio'r we?

Which language do you use online?

Cymraeg / Welsh

Saesneg / English

Arall / Other

12. Unrhyw sylwadau eraill?

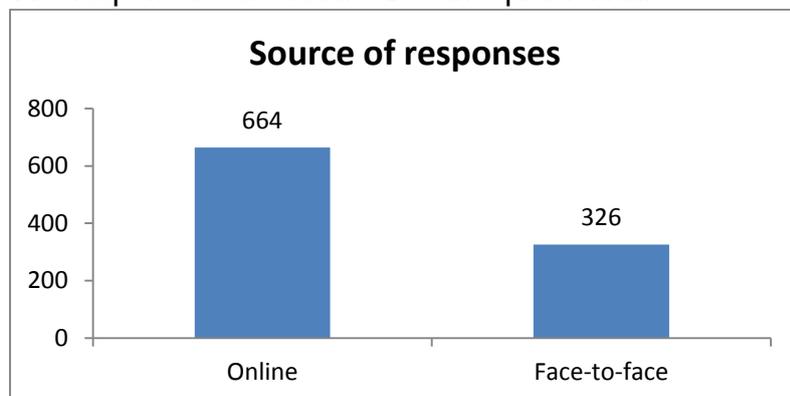
Any other comments?

## APPENDIX B

### Results of the Questionnaire on the use of the Gwynedd Council website, July 2016

#### I. Basic statistic about the responses

990 responses were received to the questionnaire:



#### Age group

	Online responses		Face-to-face		Total	
	Total	%	Total	%	Total	%
16-24	90	13.6	43	13.2	133	13.4
25-44	217	32.7	107	32.8	324	32.7
45-64	173	26.1	115	35.3	288	29.1
65+	84	12.7	61	18.7	145	14.6
Not stated	100	15.1	0	0.0	100	10.1
<b>Total</b>	<b>664</b>	<b>100.0</b>	<b>326</b>	<b>100.0</b>	<b>990</b>	<b>100.0</b>

#### Employment

	Online responses		Face-to-face		Total	
	Total	%	Total	%	Total	%
Employed	366	55.1	191	58.6	557	56.3
Unemployed	42	6.3	21	6.4	63	6.4
Retired	95	14.3	80	24.5	175	17.7
Other	31	4.7	33	10.1	64	6.5
Not stated	130	19.6	1	0.3	131	13.2
<b>Total</b>	<b>664</b>	<b>100.0</b>	<b>326</b>	<b>100.0</b>	<b>990</b>	<b>100.0</b>

(a higher percentage of the face-to-face respondents noted "Other", but further details were not noted in the majority of cases)

*Geographical area*

(on the basis of the respondent's home post code; not necessarily where the response was collected)

	Online responses		Face-to-face		Total	
	Total	%	Total	Total	%	Total
Bangor	95	14.3	58	17.8	153	15.5
Caernarfon	126	19.0	61	18.7	187	18.9
Dolgellau	25	3.8	23	7.1	48	4.8
Ffestiniog	17	2.6	23	7.1	40	4.0
Llŷn	71	10.7	33	10.1	104	10.5
Penllyn	10	1.5	19	5.8	29	2.9
Porthmadog	45	6.8	36	11.0	81	8.2
Tywyn	16	2.4	5	1.5	21	2.1
<b>Total attributed to areas in Gwynedd</b>	<b>405</b>	<b>61.0</b>	<b>258</b>	<b>79.1</b>	<b>663</b>	<b>67.0</b>
Incomplete post code, but aware that it is within Gwynedd	12	1.8	10	3.1	22	2.2
<b>Gwynedd's Total</b>	<b>417</b>	<b>62.8</b>	<b>268</b>	<b>82.2</b>	<b>685</b>	<b>69.2</b>
Anglesey	27	4.1	13	4.0	40	4.0
Another nearby county*	17	2.6	7	2.1	24	2.4
<b>Total attributable to location</b>	<b>461</b>	<b>69.4</b>	<b>288</b>	<b>88.3</b>	<b>749</b>	<b>75.7</b>
Post code not stated	141	21.2	10	3.1	151	15.3
Incomplete post code, or not in a nearby area	62	9.3	28	8.6	90	9.1
<b>Total</b>	<b>664</b>	<b>100.0</b>	<b>326</b>	<b>100.0</b>	<b>990</b>	<b>100.0</b>

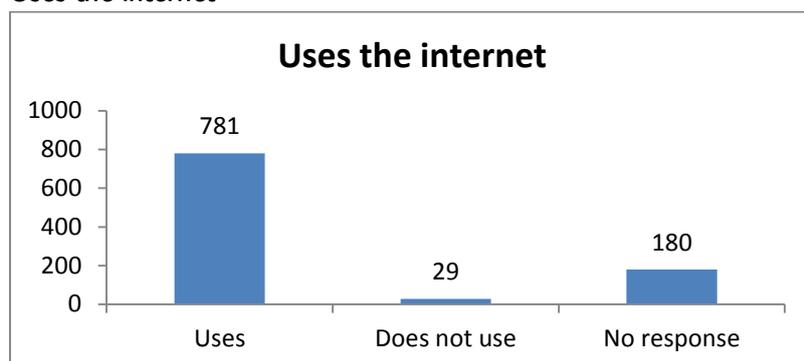
\* another nearby county = Conwy, Denbighshire, Wrexham, Powys, Ceredigion

*Conclusions:*

- Nearly a thousand responses were received to the consultation.
- Approximately two thirds of the responses were received via the online questionnaire.
- The exercise successfully collected face-to-face information in order to gain greater representation from older age groups and from the county's rural areas, especially Meirionnydd, than had we relied on the online survey only.
- The gaps in the basic information (age group, post code etc.) are a slight problem. The face-to-face exercise has generally helped this (fewer gaps here than in the online sample); however, for example, it is only possible to attribute around two thirds of the responses to specific areas of Gwynedd.

## 2. Current use of the internet

Uses the internet



25 of the 29 who did not use the internet noted a reason for this. The most apparent reasons were lack of computer / device to connect to the internet (11) and lack of interest (5).

By method of response:

	Online responses		Face-to-face		Total	
	Total	%	Total	%	Total	%
Uses the internet	479	72.1	302	92.6	781	78.9
Does not use the internet	8	1.2	21	6.4	29	2.9
No response	177	26.7	3	0.9	180	18.2
<b>Total</b>	<b>664</b>	<b>100.0</b>	<b>326</b>	<b>100.0</b>	<b>990</b>	<b>100.0</b>

By age group:

	16-24		25-44		45-64	
	Total	%	Total	%	Total	%
Uses the internet	105	78.9	298	92.0	262	91.0
Does not use the internet	0	0.0	1	0.3	11	3.8
No response	28	21.1	25	7.7	15	5.2
<b>Total</b>	<b>133</b>	<b>100.0</b>	<b>324</b>	<b>100.0</b>	<b>288</b>	<b>100.0</b>

	65+ oed		Age not stated		Total	
	Total	%	Total	%	Total	%
Uses the internet	111	76.6	5	5.0	781	78.9
Does not use the internet	16	11.0	1	1.0	29	2.9
No response	18	12.4	94	94.0	180	18.2
<b>Total</b>	<b>145</b>	<b>100.0</b>	<b>100</b>	<b>100.0</b>	<b>990</b>	<b>100.0</b>

By area:

	Bangor		Caernarfon		Dolgellau	
	Total	%	Total	%	Total	%
Uses the internet	138	90.2	168	89.8	45	93.8
Does not use the internet	5	3.3	5	2.7	1	2.1
No response	10	6.5	14	7.5	2	4.2
<b>Total</b>	<b>153</b>	<b>100.0</b>	<b>187</b>	<b>100.0</b>	<b>48</b>	<b>100.0</b>

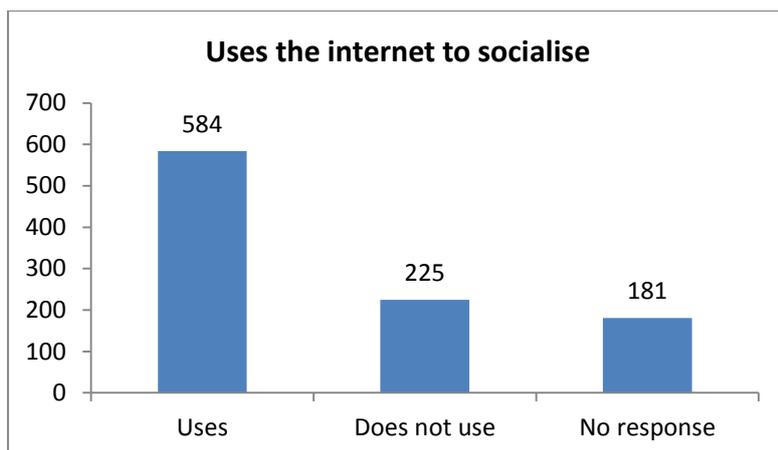
	Ffestiniog		Llŷn		Penllyn	
	Total	%	Total	%	Total	%
Uses the internet	35	87.5	92	88.5	27	93.1
Does not use the internet	2	5.0	2	1.9	1	3.4
No response	3	7.5	10	9.6	1	3.4
<b>Total</b>	<b>40</b>	<b>100.0</b>	<b>104</b>	<b>100.0</b>	<b>29</b>	<b>100.0</b>

	Porthmadog		Tywyn		Other / Not stated		Total	
	Total	%	Total	%	Total	%		
Uses the internet	68	84.0	20	95.2	188	57.5	781	78.9
Does not use the internet	4	4.9	0	0.0	9	2.8	29	2.9
No response	9	11.1	1	4.8	130	39.8	180	18.2
<b>Total</b>	<b>81</b>	<b>100.0</b>	<b>21</b>	<b>100.0</b>	<b>327</b>	<b>100.0</b>	<b>990</b>	<b>100.0</b>

*Conclusions:*

- Only a small number of respondents noted that they did not use the internet at all. Obviously, this is not unexpected in terms of the online sample; however, it is also relevant to the face-to-face responses.
- Whilst it might be possible to presume that this is a sign that the face-to-face exercise has failed to reach a fair cross-section of people – the fact that 81% of adults in Wales use the internet suggests that this result is not so unexpected.
- There is some evidence that a lower percentage of the older age ranges use the internet, but even here the vast majority of respondents use it.
- There is no obviously clear pattern in terms of less or more internet use in different geographical areas.

*Uses the internet to socialise – Facebook, Twitter etc.*



164 of the 225 who did not use the internet to socialise stated a reason. The most apparent reasons were lack of desire / interest (67) and concerns about security / privacy (24).

By method of response:

	Online responses		Face-to-face		Total	
	Total	%	Total	%	Total	%
Uses the internet to socialise	365	55.0	219	67.2	584	59.0
Does not use the internet to socialise	122	18.4	103	31.6	225	22.7
No response	177	26.7	4	0.9	181	18.3
<b>Total</b>	<b>664</b>	<b>100.0</b>	<b>326</b>	<b>100.0</b>	<b>990</b>	<b>100.0</b>

By age group:

	16-24		25-44		45-64	
	Total	%	Total	%	Total	%
Uses the internet to socialise	98	73.7	269	83.0	170	59.0
Does not use the internet to socialise	7	5.3	32	9.9	102	35.4
No response	28	21.1	23	7.1	16	5.6
<b>Total</b>	<b>133</b>	<b>100.0</b>	<b>324</b>	<b>100.0</b>	<b>288</b>	<b>100.0</b>

	65+		Age not stated		Total	
	Total	%	Total	%	Total	%
Uses the internet to socialise	44	30.3	3	3.0	584	59.0
Does not use the internet to socialise	83	57.2	1	1.0	225	22.7
No response	18	12.4	96	96.0	181	18.3
<b>Total</b>	<b>145</b>	<b>100.0</b>	<b>100</b>	<b>100.0</b>	<b>990</b>	<b>100.0</b>

By area:

	<b>Bangor</b>		<b>Caernarfon</b>		<b>Dolgellau</b>	
	<b>Total</b>	<b>%</b>	<b>Total</b>	<b>%</b>	<b>Total</b>	<b>%</b>
Uses the internet to socialise	117	76.5	123	65.8	28	58.3
Does not use the internet to socialise	27	17.6	50	26.7	18	37.5
No response	9	5.9	14	7.5	2	4.2
<b>Total</b>	<b>153</b>	<b>100.0</b>	<b>187</b>	<b>100.0</b>	<b>48</b>	<b>100.0</b>

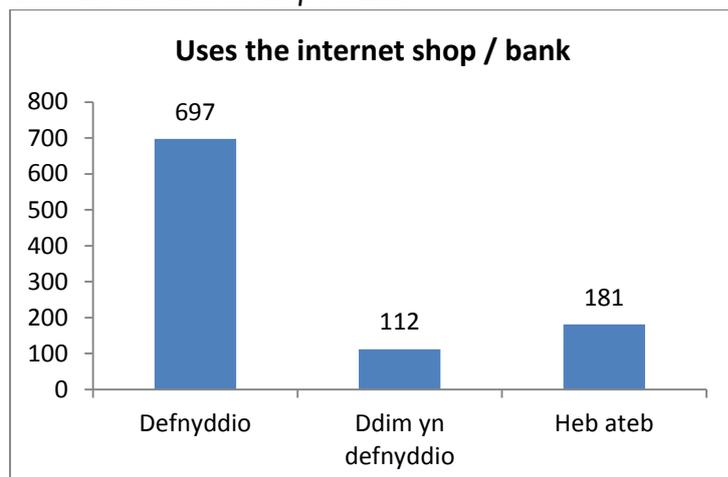
	<b>Ffestiniog</b>		<b>Llŷn</b>		<b>Penllyn</b>	
	<b>Total</b>	<b>%</b>	<b>Total</b>	<b>%</b>	<b>Total</b>	<b>%</b>
Uses the internet to socialise	28	70.0	75	72.1	23	79.3
Does not use the internet to socialise	9	22.5	19	18.3	5	17.2
No response	3	7.5	10	9.6	1	3.4
<b>Total</b>	<b>40</b>	<b>100.0</b>	<b>104</b>	<b>100.0</b>	<b>29</b>	<b>100.0</b>

	<b>Porthmadog</b>		<b>Tywyn</b>		<b>Arall / Heb nodi</b>		<b>Cyfanswm</b>	
	<b>Total</b>	<b>%</b>	<b>Total</b>	<b>%</b>	<b>Total</b>	<b>%</b>	<b>Total</b>	<b>%</b>
Uses the internet to socialise	53	65.4	13	61.9	124	37.9	584	59.0
Does not use the internet to socialise	18	22.2	7	33.3	72	22.0	225	22.7
No response	10	12.3	1	4.8	131	40.1	181	18.3
<b>Total</b>	<b>81</b>	<b>100.0</b>	<b>21</b>	<b>100.0</b>	<b>327</b>	<b>100.0</b>	<b>990</b>	<b>100.0</b>

*Conclusions:*

- 59% of respondents use the internet to socialise. It's difficult to know for certain if there is a difference between the online and face-to-face responses due to the large number of online respondents who have not answered the question.
- There is a clear pattern of higher use of the internet to socialise amongst the younger age groups.
- There is some difference between areas in the usage level of the internet to socialise, but it is difficult to see a clear pattern in these differences.

Uses the internet to shop / bank



86 of 122 who did not use the internet to shop / bank stated a reason. The most apparent reasons were security concerns (24) and a desire to see what they were buying / speak to someone face-to-face (21).

By method of response:

	Online responses		Face-to-face		Total	
	Total	%	Total	%	Total	%
Used the internet to shop / bank	438	66.0	259	79.4	697	70.4
Did not use the internet to shop / bank	47	7.1	65	19.9	112	11.3
No response	179	27.0	2	0.6	181	18.3
<b>Cyfanswm</b>	<b>664</b>	<b>100.0</b>	<b>326</b>	<b>100.0</b>	<b>990</b>	<b>100.0</b>

By age group:

	16-24		25-44		45-64	
	Total	%	Total	%	Total	%
Used the internet to shop / bank	99	74.4	279	86.1	234	81.3
Did not use the internet to shop / bank	7	5.3	20	6.1	38	13.2
No response	27	20.3	25	7.7	16	5.6
<b>Cyfanswm</b>	<b>133</b>	<b>100.0</b>	<b>324</b>	<b>100.0</b>	<b>288</b>	<b>100.0</b>

	65+		Age not stated		Total	
	Total	%	Total	%	Total	%
Used the internet to shop / bank	81	55.9	4	4.0	697	70.4
Did not use the internet to shop / bank	47	32.4	0	1.0	112	11.3
No response	17	11.7	96	96.0	181	18.3
<b>Cyfanswm</b>	<b>145</b>	<b>100.0</b>	<b>100</b>	<b>100.0</b>	<b>990</b>	<b>100.0</b>

By area:

	Bangor		Caernarfon		Dolgellau	
	Total	%	Total	%	Total	%
Used the internet to shop / bank	133	86.9	147	78.6	41	85.4
Did not use the internet to shop / bank	12	7.8	25	13.4	5	10.4
No response	8	5.2	15	8.0	2	4.2
<b>Cyfanswm</b>	<b>153</b>	<b>100.0</b>	<b>187</b>	<b>100.0</b>	<b>48</b>	<b>100.0</b>

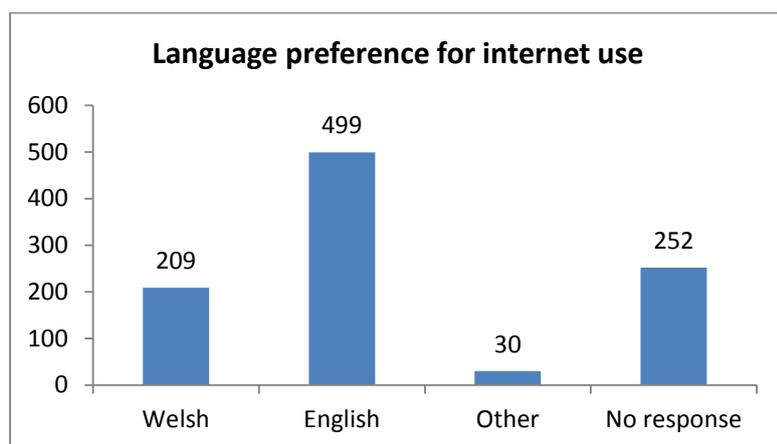
	Ffestiniog		Llŷn		Penllyn	
	Total	%	Total	%	Total	%
Used the internet to shop / bank	33	82.5	81	77.9	26	89.7
Did not use the internet to shop / bank	4	10.0	13	12.5	2	6.9
No response	3	7.5	10	9.6	1	3.4
<b>Cyfanswm</b>	<b>40</b>	<b>100.0</b>	<b>104</b>	<b>100.0</b>	<b>29</b>	<b>100.0</b>

	Porthmadog		Tywyn		Arall / Heb nodi		Cyfanswm	
	Total	%	Total	%	Total	%	Total	%
Used the internet to shop / bank	62	76.5	19	90.5	155	47.4	697	70.4
Did not use the internet to shop / bank	8	9.9	1	4.8	42	12.8	112	11.3
No response	11	13.6	1	4.8	130	39.8	181	18.3
<b>Cyfanswm</b>	<b>81</b>	<b>100.0</b>	<b>21</b>	<b>100.0</b>	<b>327</b>	<b>100.0</b>	<b>990</b>	<b>100.0</b>

*Conclusions:*

- 70% of the respondents use the internet to shop / bank. Once again it is difficult to know the difference between the online and face-to-face responses due to the large number of online respondents who have not answered the question.
- The total number of respondents using the internet to shop / bank is fairly consistent across the different age groups, except for the 65+ age group where the total is lower. However, even in this age group, over half of respondents used these services, which is much higher than the percentage of the age group who use the internet to socialise.
- The fact that it is the respondents in the Tywyn and Penllyn areas who make the most use of the internet to shop / bank suggests that these services are used more frequently in rural areas. However, the differences between the areas are quite small, and there is no definite pattern.

### 3. Language preference for internet use



Of the 30 who noted “Other”, nine noted that they used Welsh and English equally.

By method of response:

	Online responses		Face-to-face		Total	
	Total	%	Total	%	Total	%
Welsh	118	17.8	91	27.9	209	21.1
English	305	45.9	194	59.5	499	50.4
Other	14	2.1	16	4.9	30	3.0
No response	227	34.2	25	7.7	252	25.5
<b>Total</b>	<b>664</b>	<b>100.0</b>	<b>326</b>	<b>100.0</b>	<b>990</b>	<b>100.0</b>

By age group:

	16-24		25-44		45-64	
	Total	%	Total	%	Total	%
Welsh	22	16.5	95	29.3	66	22.9
English	65	48.9	171	52.7	179	62.2
Other	5	3.8	12	3.7	9	3.1
No response	41	30.8	46	14.2	34	11.8
<b>Total</b>	<b>133</b>	<b>100.0</b>	<b>324</b>	<b>100.0</b>	<b>288</b>	<b>100.0</b>

	65+ oed		Age not stated		Total	
	Total	%	Total	%	Total	%
Welsh	23	15.9	3	3.0	209	21.1
English	82	56.6	2	2.0	499	50.4
Other	4	2.8	0	0.0	30	3.0
No response	36	24.8	95	95.0	252	25.5
<b>Total</b>	<b>145</b>	<b>100.0</b>	<b>100</b>	<b>100.0</b>	<b>990</b>	<b>100.0</b>

By area:

	<b>Bangor</b>		<b>Caernarfon</b>		<b>Dolgellau</b>	
	<b>Total</b>	<b>%</b>	<b>Total</b>	<b>%</b>	<b>Total</b>	<b>%</b>
Welsh	33	21.6	51	27.3	9	18.8
English	99	64.7	92	49.2	34	70.8
Other	3	2.0	12	6.4	1	2.1
No response	18	11.8	32	17.1	4	8.3
<b>Total</b>	<b>153</b>	<b>100.0</b>	<b>187</b>	<b>100.0</b>	<b>48</b>	<b>100.0</b>

	<b>Ffestiniog</b>		<b>Llŷn</b>		<b>Penllyn</b>	
	<b>Total</b>	<b>%</b>	<b>Total</b>	<b>%</b>	<b>Total</b>	<b>%</b>
Welsh	17	42.5	34	32.7	10	34.5
English	17	42.5	46	44.2	14	48.3
Other	0	0.0	6	5.8	2	6.9
No response	6	15.0	18	17.3	3	10.3
<b>Total</b>	<b>40</b>	<b>100.0</b>	<b>104</b>	<b>100.0</b>	<b>29</b>	<b>100.0</b>

	<b>Porthmadog</b>		<b>Tywyn</b>		<b>Aral / Heb nodi</b>		<b>Cyfanswm</b>	
	<b>Total</b>	<b>%</b>	<b>Total</b>	<b>%</b>	<b>Total</b>	<b>%</b>	<b>Total</b>	<b>%</b>
Welsh	22	27.2	1	4.8	32	9.8	209	21.1
English	43	53.1	18	85.7	136	41.6	499	50.4
Other	2	2.5	0	0.0	4	1.2	30	3.0
No response	14	17.3	2	9.5	155	47.4	252	25.5
<b>Total</b>	<b>81</b>	<b>100.0</b>	<b>21</b>	<b>100.0</b>	<b>327</b>	<b>100.0</b>	<b>990</b>	<b>100.0</b>

*Conclusions:*

- In total, approximately 20% of the respondents noted they used the internet in Welsh and 50% in English (most of the remaining respondents did not answer the question). There is no obvious difference between face-to-face / online respondents.
- In the 25-44 age group, the percentage of those who use the internet in Welsh compared with English was somewhat higher – approximately 30% in Welsh and approximately 50% in English. Otherwise, there are no differences in the picture across all age groups.
- The picture varied more according to area with approximately 30% - 40% using the internet through Welsh in the Ffestiniog, Penllyn and Llŷn areas. The percentage who use the internet through English are considerable higher in the Tywyn area, and to a lesser extent, Dolgellau.

#### 4. Devices used to access the internet

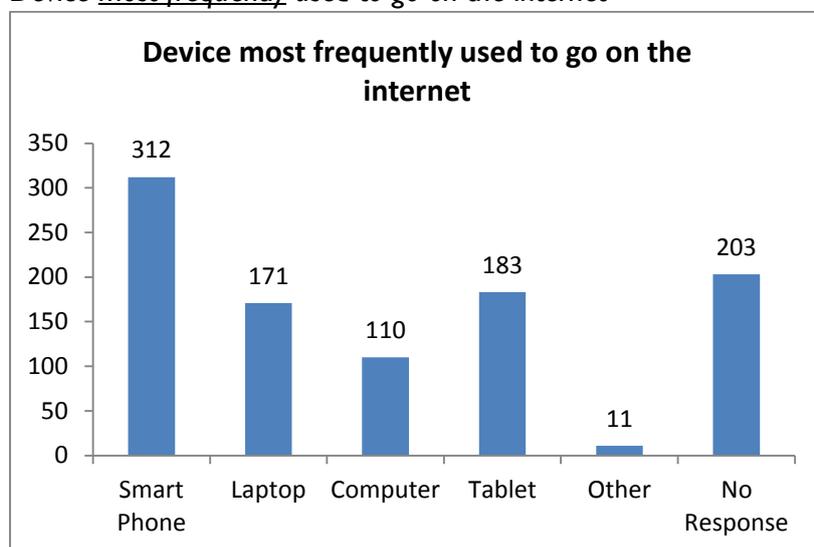
Which devices did the respondents own

Here are the percentages of all respondents who owned different devices:

Device	Total (Percentage) who owned the device	Total (Percentage) who did not own the device
Phone	572 (57.8%)	418 (42.2%)
Tablet	478 (48.3%)	512 (51.7%)
Laptop	504 (50.9%)	486 (49.1%)
PC	277 (28.0%)	713 (72.0%)

Nine respondents noted that they had another device (e.g games console, mobile phone).

Device *most frequently* used to go on the internet



The 11 'Other' mainly included a mobile phone, and 'used more than one to the same extent'.

By method of response:

	Online responses		Face-to-face		Total	
	Total	%	Total	%	Total	%
Smart phone	200	30.1	112	34.4	312	31.5
Laptop	99	14.9	72	22.1	171	17.3
Computer	72	10.8	38	11.7	110	11.1
Tablet	105	15.8	78	23.9	183	18.5
Other	8	1.2	3	0.9	11	1.1
No response	180	27.1	23	7.1	203	20.5
<b>Total</b>	<b>664</b>	<b>100.0</b>	<b>326</b>	<b>100.0</b>	<b>990</b>	<b>100.0</b>

By age group

	16-24		25-44		45-64	
	Total	%	Total	%	Total	%
Smart phone	77	57.9	176	54.3	53	18.4
Laptop	12	9.0	39	12.0	80	27.8
Computer	2	1.5	21	6.5	54	18.8
Tablet	14	10.5	64	19.8	72	25.0
Other	1	0.8	1	0.3	5	1.7
No response	27	20.3	23	7.1	24	8.3
<b>Total</b>	<b>133</b>	<b>100.0</b>	<b>324</b>	<b>100.0</b>	<b>288</b>	<b>100.0</b>

	65+		Age not stated		Total	
	Total	%	Total	%	Total	%
Smart phone	6	4.1	0	0.0	312	31.5
Laptop	37	25.5	3	3.0	171	17.3
Computer	32	22.1	1	1.0	110	11.1
Tablet	33	22.8	0	0.0	183	18.5
Other	4	2.8	0	0.0	11	1.1
No response	33	22.8	96	96.0	203	20.5
<b>Total</b>	<b>145</b>	<b>100.0</b>	<b>100</b>	<b>100.0</b>	<b>990</b>	<b>100.0</b>

By area:

	Bangor		Caernarfon		Dolgellau	
	Total	%	Total	%	Total	%
Smart phone	67	43.8	71	38.0	11	22.9
Laptop	34	22.2	34	18.2	9	18.8
Computer	15	9.8	19	10.2	9	18.8
Tablet	21	13.7	44	23.5	15	31.3
Other	2	1.3	0	0.0	2	4.2
No response	14	9.2	19	10.2	2	4.2
<b>Total</b>	<b>153</b>	<b>100.0</b>	<b>187</b>	<b>100.0</b>	<b>48</b>	<b>100.0</b>

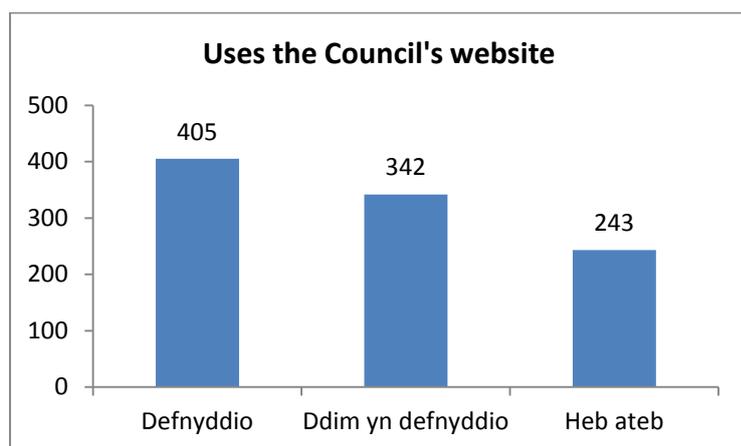
	Ffestiniog		Llŷn		Penllyn	
	Total	%	Total	%	Total	%
Smart phone	11	27.5	37	35.6	17	58.6
Laptop	9	22.5	10	9.6	5	17.2
Computer	5	12.5	11	10.6	2	6.9
Tablet	11	27.5	31	29.8	3	10.3
Other	0	0.0	3	2.9	0	0.0
No response	4	10.0	12	11.5	2	6.9
<b>Total</b>	<b>40</b>	<b>100.0</b>	<b>104</b>	<b>100.0</b>	<b>29</b>	<b>100.0</b>

	Porthmadog		Tywyn		Arall / Heb nodi		Cyfanswm	
	Total	%	Total	%	Total	%	Total	%
Smart phone	25	30.9	10	47.6	63	19.3	312	31.5
Laptop	14	17.3	2	9.5	54	16.5	171	17.3
Computer	10	12.3	5	23.8	34	10.4	110	11.1
Tablet	19	23.5	3	14.3	36	11.0	183	18.5
Other	0	0.0	0	0.0	4	1.2	11	1.1
No response	13	16.0	1	4.8	136	41.6	203	20.5
<b>Total</b>	<b>81</b>	<b>100.0</b>	<b>21</b>	<b>100.0</b>	<b>327</b>	<b>100.0</b>	<b>990</b>	<b>100.0</b>

*Conclusions:*

- In terms of the devices owned by the respondents, the smart phone was the most popular, although a substantial percentage (around half of the respondents) owned a laptop and/or laptop also.
- In terms of the main device used to go online, smart phones once again had the highest percentage (32%) although a significant proportion used a laptop, tablet and (to a lesser extent) a computer also.
- Many more of the face-to-face respondents (compared with online) mostly used a laptop and/or tablet (which may also reflect the various age profiles of respondents – see below).
- This pattern varies significantly according to age group. The smart phone was by far the most popular device in the groups aged under 44 (over 50% used it at their main online device), whilst the 45-65 age group was more or less split four ways between the main devices (with laptops and tablets slightly higher). The over 65 age group, however, almost made no use of smart phones, but were divided three ways between the rest (mainly laptops).
- It is difficult to see a definitive geographical pattern in the most popular device to use the internet. Penllyn (and Tywyn to an extent) are more likely to use smart phones, and Dolgellau and Llŷn appear to use tablets frequently, but when considering the sample size per area it is difficult to see any great significance to this.

## 5. Current use of the Gwynedd Council website to request services



### By method of response

	Online responses		Face-to-face		Total	
	Total	%	Total	%	Total	%
Uses the website to request services	211	31.8	194	59.5	405	40.9
Did not use the website to request services	221	33.3	121	37.1	342	34.5
No response	232	34.9	11	3.4	243	24.5
<b>Total</b>	<b>664</b>	<b>100.0</b>	<b>326</b>	<b>100.0</b>	<b>990</b>	<b>100.0</b>

### By age group:

	16-24		25-44		45-64	
	Total	%	Total	%	Total	%
Uses the website to request services	41	30.8	157	48.5	150	52.1
Did not use the website to request services	54	40.6	116	35.8	105	36.5
No response	38	28.6	51	15.7	33	11.5
<b>Total</b>	<b>133</b>	<b>100.0</b>	<b>324</b>	<b>100.0</b>	<b>288</b>	<b>100.0</b>

	65+		Age not stated		Total	
	Total	%	Total	%	Total	%
Uses the website to request services	55	37.9	2	2.0	405	40.9
Did not use the website to request services	65	44.8	2	2.0	342	34.5
No response	25	17.2	96	96.0	243	24.5
<b>Total</b>	<b>145</b>	<b>100.0</b>	<b>100</b>	<b>100.0</b>	<b>990</b>	<b>100.0</b>

By area:

	<b>Bangor</b>		<b>Caernarfon</b>		<b>Dolgellau</b>	
	<b>Total</b>	<b>%</b>	<b>Total</b>	<b>%</b>	<b>Total</b>	<b>%</b>
Uses the website to request services	82	53.6	91	48.7	32	66.7
Did not use the website to request services	54	35.3	69	36.9	12	25.0
No response	17	11.1	27	14.4	4	8.3
<b>Total</b>	<b>153</b>	<b>100.0</b>	<b>187</b>	<b>100.0</b>	<b>48</b>	<b>100.0</b>

	<b>Ffestiniog</b>		<b>Llŷn</b>		<b>Penllyn</b>	
	<b>Total</b>	<b>%</b>	<b>Total</b>	<b>%</b>	<b>Total</b>	<b>%</b>
Uses the website to request services	23	57.5	50	48.1	16	55.2
Did not use the website to request services	11	27.5	35	33.7	11	37.9
No response	6	15.0	19	18.3	2	6.9
<b>Total</b>	<b>40</b>	<b>100.0</b>	<b>104</b>	<b>100.0</b>	<b>29</b>	<b>100.0</b>

	<b>Porthmadog</b>		<b>Tywyn</b>		<b>Arall / Heb nodi</b>		<b>Cyfanswm</b>	
	<b>Total</b>	<b>%</b>	<b>Total</b>	<b>%</b>	<b>Total</b>	<b>%</b>	<b>Total</b>	<b>%</b>
Uses the website to request services	46	56.8	10	47.6	55	9.8	405	40.9
Did not use the website to request services	23	28.4	9	42.9	118	41.6	342	34.5
No response	12	14.8	2	9.5	154	47.4	243	24.5
<b>Total</b>	<b>81</b>	<b>100.0</b>	<b>21</b>	<b>100.0</b>	<b>327</b>	<b>100.0</b>	<b>990</b>	<b>100.0</b>

*Conclusions:*

- As a total, approximately 40% of the respondents used the Council's website to request services, and approximately 35% did not. As so many online respondents failed to answer this question it's difficult to note a difference between face-to-face / online respondents.
- Some difference can be seen according to age group, with approximately 50% of respondents aged between 25-64, and approximately 30% of the 16-24 age group using the website.
- There are few differences in the level of use per area. Approximately 50% of respondents from all eight areas used the website (except the Dolgellau area which is higher).
- The above also suggests that approximately 50% of respondents who live in Gwynedd use the website (i.e. respondents from outside Gwynedd caused the total percentage of those who use the website to fall to 40%).

### What services people use on the website

Of the 405 respondent who used the website, 213 answered the supplementary question which asked which services they used.

Many of them noted general services e.g. 'various', or 'information about services', but those mentioned more frequently in terms of specific services are as follows:

<b>Service</b>	<b>Number of respondents who noted they used through the website</b>
Waste / Recycling	85
Public transport	38
Schools	35
Job vacancies	30
Council tax	24
Planning	22
Libraries	13
Roads / street lighting	8
Leisure Centers	5
Housing	4

### Why they did not use the website

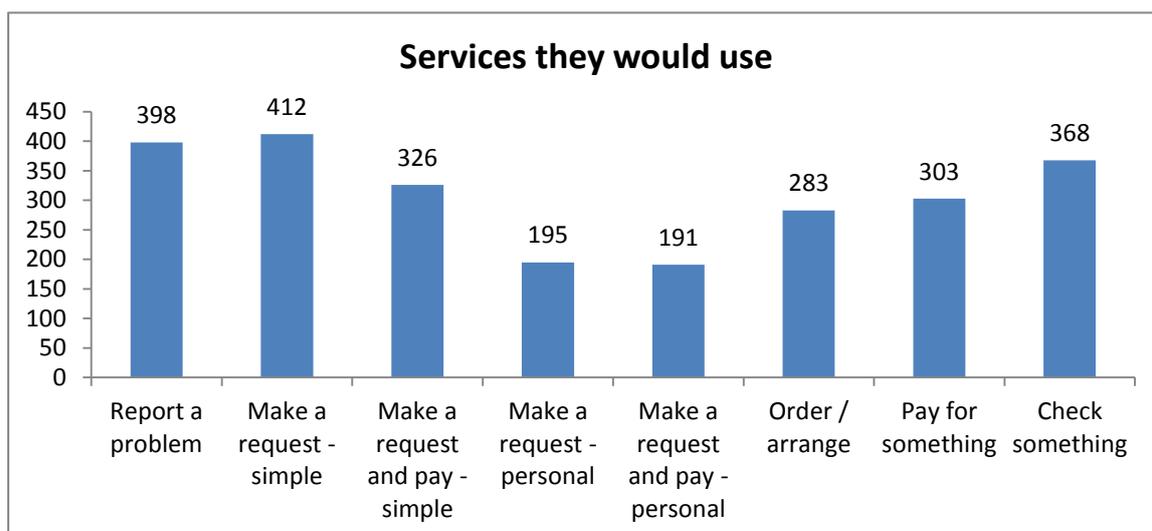
Of the 342 respondents who did not use the website, 143 of them noted their reasons for not doing so. The responses are analysed below according to the respondent's age group.

<b>Reason for not using the website</b>	<b>Total (percentage) of those who gave a reason</b>				
	<b>16-24</b>	<b>25-44</b>	<b>45-64</b>	<b>65+</b>	<b>Total</b>
Need has not arisen	10 (52.6%)	13 (26.0%)	13 (28.3%)	7 (25.9%)	44 (30.8%)
Do not live in Gwynedd	0	8 (16.0%)	11 (23.9%)	8 (29.6%)	27 (18.9%)
Didn't know it was possible to access these services through the website	3 (15.8%)	3 (6.0%)	5 (10.9%)	3 (11.1%)	14 (9.8%)
Didn't know which services were available through the website	0	8 (16.0%)	3 (6.5%)	0	11 (7.7%)
Would rather, or find it easier, to phone	0	2 (4.0%)	3 (6.5%)	3 (11.1%)	8 (5.6%)
Do not like the website	0	2 (4.0%)	3 (6.5%)	0	5 (3.5%)
Do not know how to use the website	1 (5.3%)	1 (2.0%)	2 (4.3%)	1 (3.7%)	5 (3.5%)
<i>Total who noted a reason</i>	<i>19</i>	<i>50</i>	<i>46</i>	<i>27</i>	<i>143</i>

*Conclusions:*

- Waste / recycling matters were by far the service the respondents used most frequently online. Public transport and schools were second and third.
- In terms of reasons for not using the website, generally around 30% of the respondents had not needed a service, approximately 20% did not live in Gwynedd, around 10% were not aware of the website, and approximately 10% knew of the website but did not know which services could be accessed through the website.
- The pattern above is fairly consistent across the age groups, apart from:-
  - more of the 16-24 age group did not need any services
  - less of the 25-44 age group was not aware of the website, but more did not know which specific services were available on the website.

**6. Services people would use if they available if they were available on the website**



(respondents could choose more than one option)

44 of the 990 respondents also noted a specific service under 'Other'. Here are the main services noted:

Service	Total number of respondents who noted they would use the service
Timetables / transport information	10
Archives / Genealogy	5
Waste	3
Tourism / events	3
Better information about how to contact services or members	3
Web-cams	2

By method of response:

	Online responses (664 responses)		Face-to-face (326 responses)		Total (990 responses)	
	Total	% of the responses	Total	% of the responses	Total	% of the responses
Report a problem	259	39.0	139	42.6	398	40.2
Make a request - simple	260	39.2	152	46.6	412	41.6
Make a request and pay - simple	194	29.2	132	40.5	326	32.9
Make a request - personal	111	16.7	84	25.8	195	19.7
Make a request and pay - personal	95	14.3	96	29.4	191	19.3
Order / arrange	165	24.8	118	36.2	283	28.6
Pay for something	188	28.3	115	35.3	303	30.6

Check something	208	31.3	160	49.1	368	37.2
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By age group:

	<b>16-24 (133 responses)</b>		<b>25-44 (324 responses)</b>		<b>45-64 (288 responses)</b>	
	<b>Total</b>	<b>%</b>	<b>Total</b>	<b>%</b>	<b>Total</b>	<b>%</b>
Report a problem	44	33.1	164	50.6	141	49.0
Make a request - simple	49	36.8	167	51.5	143	49.7
Make a request and pay - simple	30	22.6	141	43.5	117	40.6
Make a request - personal	22	16.5	93	28.7	65	22.6
Make a request and pay - personal	24	18.0	90	27.8	62	21.5
Order / arrange	32	24.1	136	42.0	90	31.3
Pay for something	33	24.8	135	41.7	103	35.8
Check something	38	28.6	158	48.8	124	43.1

	<b>65+ (145 responses)</b>		<b>Age not stated (100 responses)</b>		<b>Total (990 responses)</b>	
	<b>Total</b>	<b>%</b>	<b>Total</b>	<b>%</b>	<b>Total</b>	<b>%</b>
Report a problem	49	33.8	0	0.0	398	40.2
Make a request - simple	51	35.2	2	2.0	412	41.6
Make a request and pay - simple	38	26.2	0	0.0	326	32.9
Make a request - personal	15	10.3	0	0.0	195	19.7
Make a request and pay - personal	15	10.3	0	0.0	191	19.3
Order / arrange	25	17.2	0	0.0	283	28.6
Pay for something	31	21.4	1	2.0	303	30.6
Check something	47	32.4	1	1.0	368	37.2

By area

	<b>Bangor (153 responses)</b>		<b>Caernarfon (187 responses)</b>		<b>Dolgellau (48 responses)</b>	
	<b>Total</b>	<b>%</b>	<b>Total</b>	<b>%</b>	<b>Total</b>	<b>%</b>
Report a problem	75	49.0	92	49.2	31	64.6
Make a request - simple	83	54.2	85	45.5	32	66.7
Make a request and pay - simple	64	41.8	74	39.6	25	52.1
Make a request - personal	39	25.5	38	20.3	15	31.3
Make a request and pay - personal	35	22.9	43	23.0	14	29.2

Order / arrange	51	33.3	74	39.6	21	43.8
Pay for something	58	37.9	69	36.9	23	47.9
Check something	72	47.1	88	47.1	30	62.5

	Ffestiniog (40 responses)		Llŷn (104 responses)		Penllyn (29 responses)	
	Total	%	Total	%	Total	%
Report a problem	26	65.0	40	38.5	17	58.6
Make a request - simple	27	67.5	47	45.2	24	82.8
Make a request and pay - simple	23	57.5	33	31.7	18	62.1
Make a request - personal	15	37.5	15	14.4	12	41.4
Make a request and pay - personal	13	32.5	15	14.4	11	37.9
Order / arrange	20	50.0	23	22.1	15	51.7
Pay for something	19	47.5	31	29.8	20	69.0
Check something	23	57.5	34	32.7	16	55.2

	Porthmadog (81 responses)		Tywyn (21 responses)		Other / Did not note (327 responses)		Cyfanswm (990 responses)	
	Total	%	Total	%	Total	%	Total	%
Report a problem	44	54.3	16	76.2	57	17.4	398	40.2
Make a request - simple	45	55.6	15	71.4	54	16.5	412	41.6
Make a request and pay - simple	35	43.2	11	52.4	43	13.1	326	32.9
Make a request - personal	22	27.2	9	42.9	30	9.2	195	19.7
Make a request and pay - personal	21	25.9	6	28.6	33	10.1	191	19.3
Order / arrange	32	39.5	9	42.9	38	11.6	283	28.6
Pay for something	34	42.0	8	38.1	41	12.5	303	30.6
Check something	42	51.9	11	52.4	52	15.9	368	37.2

*Conclusion:*

- The services that respondents would use most if they were available were **Request something simple** (42%), **Report a problem** (40%), and **Check something** (37%).
- The services they would least use were **Request and pay for something personal / official** (19%) and **Make a request something personal** (20%).
- The face-to-face respondents were more prepared to use every option than the online respondents, and the 'Check something' option was most popular amongst face-to-face respondents.

- For every service listed, the 25-44 was most likely to use them.
- There is not much difference between what every individual age group most wanted, i.e. 'Request something simple', 'Report a problem' and 'Check something' were the highest three in every age group.
- In terms of differences between geographical areas, there is a suggestion of a greater desire to use the services in general in the Penllyn (the highest percentage for five out of eight options) and Tywyn (two out of the eight options) areas.
- The only other obvious geographical difference is that there is a greater desire in the Penllyn area for the 'Pay for something' service than in any other area.

## 7. Comparing responses to the 'Paying' questions with internet use for shopping / banking

As an additional exercise, a comparison was made between the responses of the questions about who would be eager to use 'Paying' services on the website, and which respondents already used the internet to shop / bank.

*Make a request and pay for something simple*

	Uses the internet to shop / bank		Does not use the internet to shop / bank		No response		Total	
	Total	%	Total	%	Total	%	Total	%
They would use the Council's website	317	45.4	9	8.0	0	0.0	326	32.9
They would not use the Council's website	380	54.5	103	92.0	181	100.0	664	67.1
<b>Total</b>	<b>697</b>	<b>100.0</b>	<b>112</b>	<b>100.0</b>	<b>181</b>	<b>100.0</b>	<b>990</b>	<b>100.0</b>

*Make a request and pay for something more personal / official*

	Uses the internet to shop / bank		Does not use the internet to shop / bank		No response		Total	
	Total	%	Total	%	Total	%	Total	%
They would use the Council's website	183	26.3	8	7.1	0	0.0	326	32.9
They would not use the Council's website	514	73.7	104	92.9	181	100.0	664	67.1
<b>Total</b>	<b>697</b>	<b>100.0</b>	<b>112</b>	<b>100.0</b>	<b>181</b>	<b>100.0</b>	<b>990</b>	<b>100.0</b>

*Conclusion:*

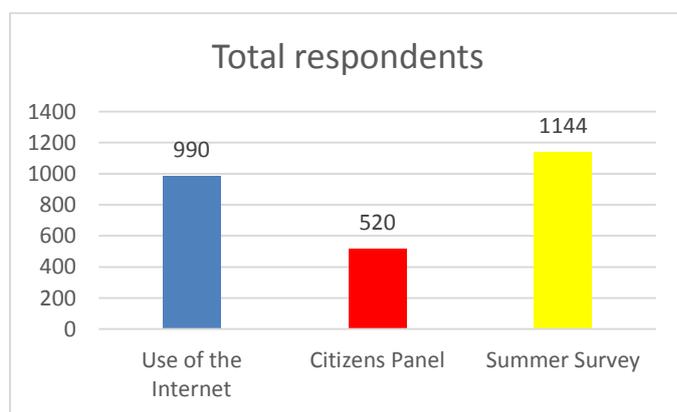
- Less than half of the respondents who use the internet to bank / shop would be willing to use the Council's website to make a request / pay for something simple.
- Approximately a quarter of the respondents who use the internet to bank / shop would be willing to use the Council's website to make a request and pay for something more personal / official.

## Appendix: Comparing results of the Internet Use Questionnaire with the Citizens Panel and the Summer Survey

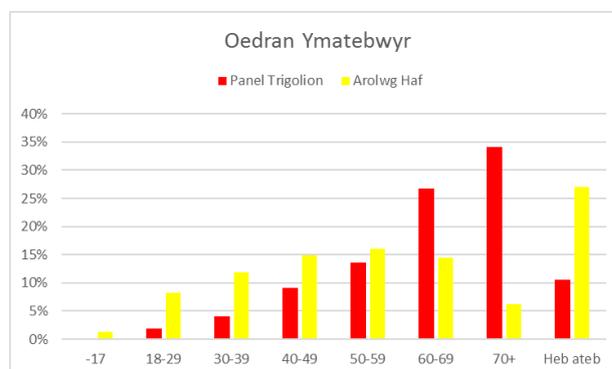
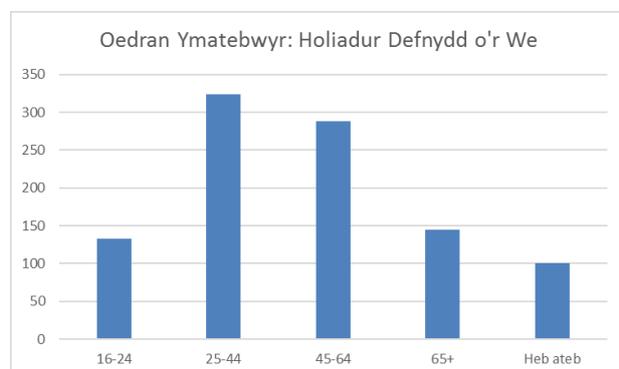
A Citizens Panel survey and a Summer Survey for the general public were conducted around the same time as the Internet Use Questionnaire. This enables us to compare the responses to similar questions across the three exercises.

### I. Respondents

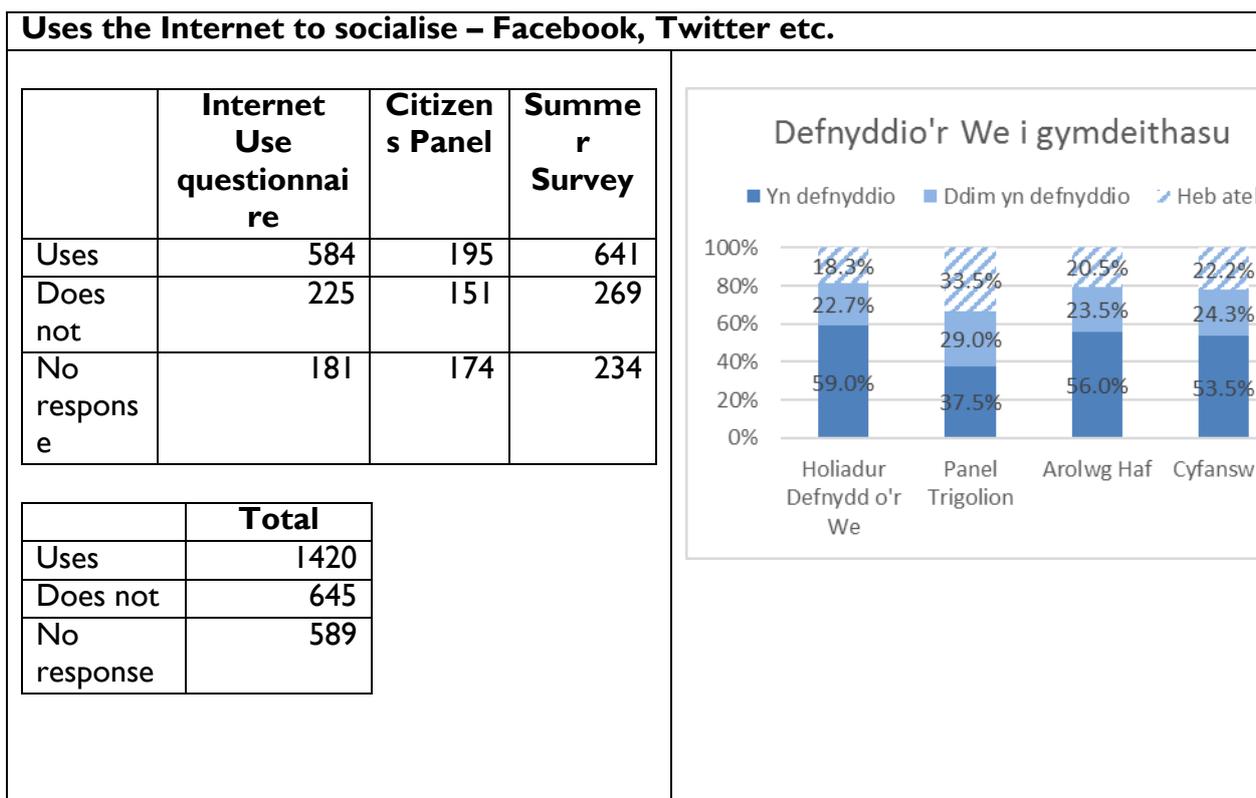
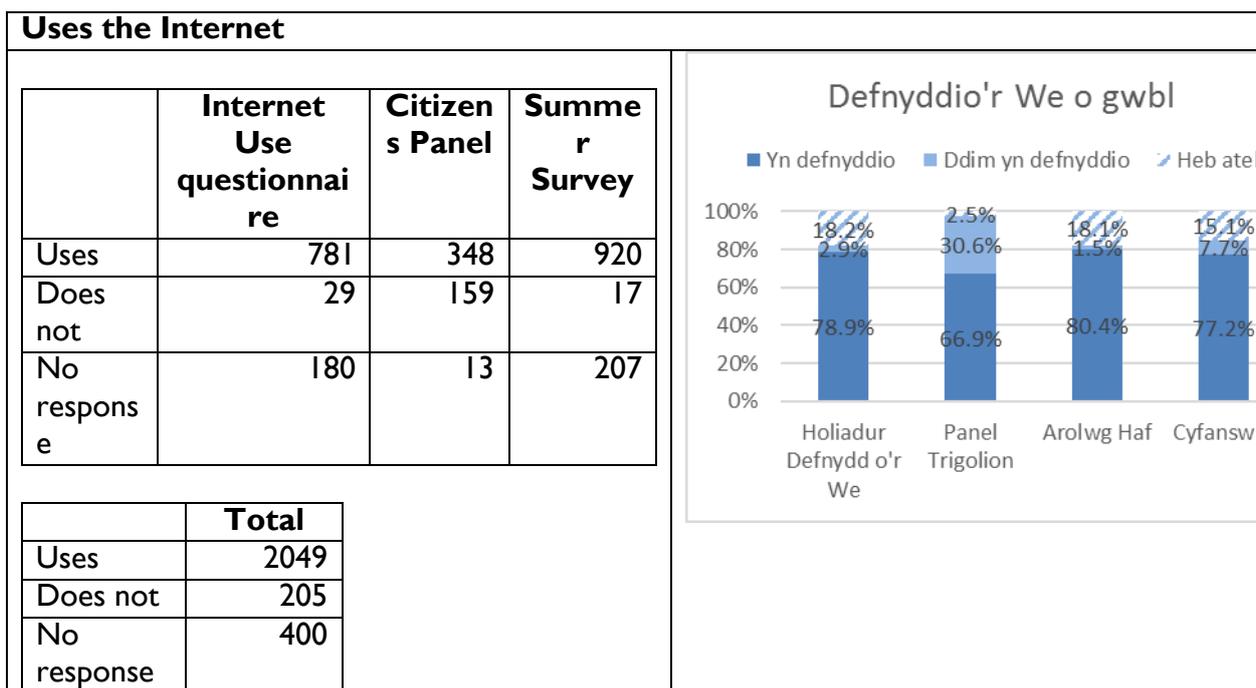
There are a total of **2,654** responses to the three exercises. The Citizens Panel is a smaller sample than the Internet Use Questionnaire, whilst the Summer Survey is a slightly larger sample:



In terms of respondents, the fact that the age bands of the Internet Use questionnaire were different to the ones used in the other two surveys made it quite difficult to make any comparisons based on age; however, it is generally clear from the charts below that the Internet Use respondents were substantially younger than those of the Summer Survey and (especially) the Citizens Panel. (E.g. nearly half of the Internet Use survey's respondents were aged under 45, whilst only a third of the Summer Survey and 15% of the Citizens Panel's respondents were aged under 50). This is likely to have an impact on the comparison of the results of the three surveys.



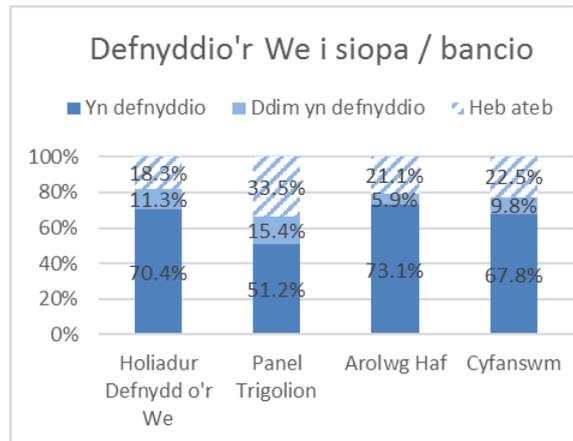
## 2. Comparing responses: Current Internet use



### Uses the Internet to shop / bank

	Internet Use questionnaire	Citizens Panel	Summer Survey
Uses	697	266	836
Does not	112	80	67
No response	181	174	241

	Cyfanswm
Uses	1799
Does not	259
No response	596



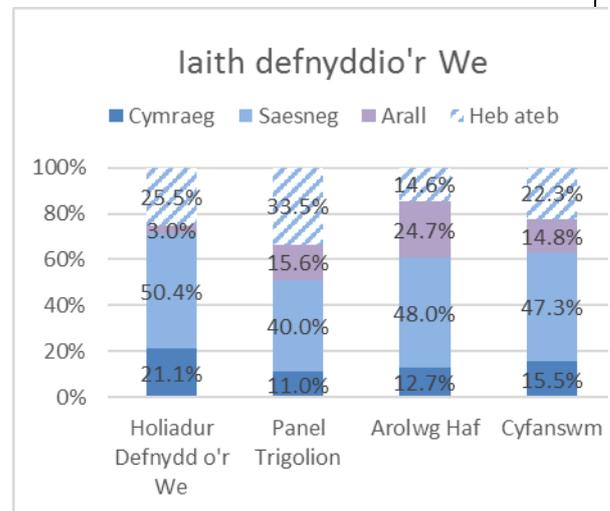
### 3. Comparing responses: Language preference for internet use

#### Language preference for internet use

	Internet Use questionnaire	Citizens Panel	Summer Survey
Welsh	209	57	145
English	499	208	549
Other*	30	81	283
No response	252	174	167

	Total
Welsh	411
English	1256
Other*	394
No response	593

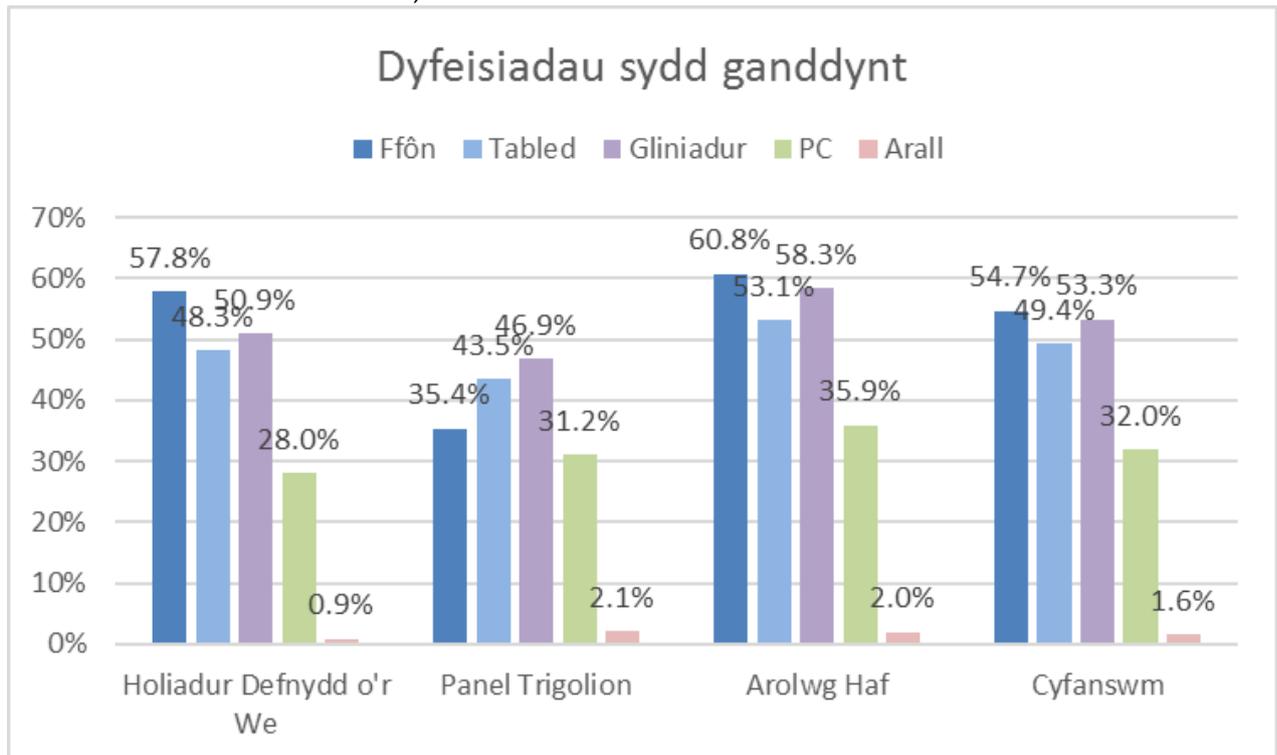
\* The figures for 'Other' in the Citizens Panel and the Summer Survey included respondents who had ticked both 'Welsh' and English' boxes. It was not possible to tick more than one box in the Internet Use questionnaire.



#### 4. Comparing responses: devices used to access the internet

Device	Internet Use Questionnaire	Citizens Panel	Summer Survey	Total
Phone	572	184	695	1451
Tablet	478	226	607	1311
Laptop	504	244	667	1415
PC	277	162	411	850
Other	9	11	23	43

(The above figures do not add to the total number of respondents, as respondents could note more than one device, or none)

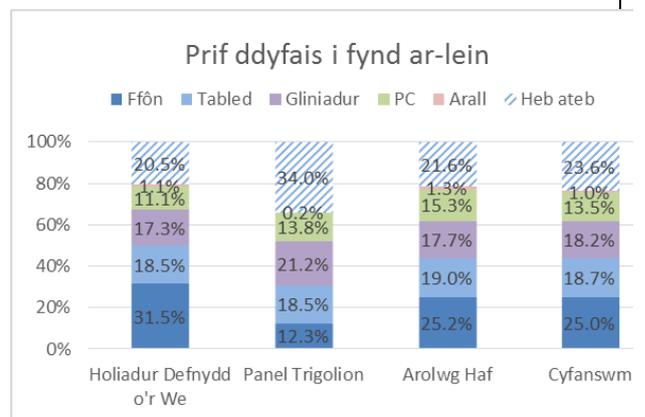


## Device most frequently used to go online

### Main device used to go online

	Internet Use Questionnaire	Citizens Panel	Summer Survey
Phone	312	64	288
Tablet	183	96	217
Laptop	171	110	202
PC	110	72	175
Other	11	1	15
Phone	203	177	247

	Total
Phone	664
Tablet	496
Laptop	483
PC	357
Other	27
Phone	627

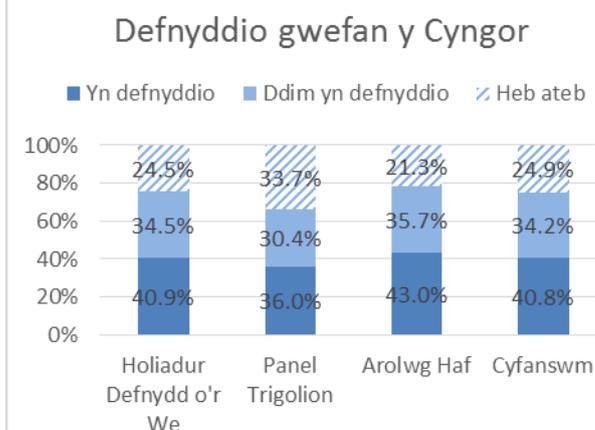


## 5. Current use of the Council's website

### Uses the Council's website to request services

	Internet Use Questionnaire	Citizens Panel	Summer Survey
Uses	405	187	492
Does not	342	158	408
No response	243	175	244

	Total
Uses	1084
Does not	908
No response	662



### Services people use most frequently on the website

As this was a “free text” question with respondents defining the questions in their own way, it is slightly more difficult to compare responses across the three surveys, but here are the “top 10” for every survey:

Service	Number of respondents who noted they used the website		
	Internet Use Questionnaire	Citizens Panel	Summer Survey
Waste / Recycling	85	35	209
Public transport	38	24	40
Schools	35	12	18
Job vacancies	30	9	22
Council tax	24	9	67
Planning	22	26	48
Libraries / Archives	13	11	37
Roads / street lights	8	8	16
Leisure Centres	5	8	*
Housing	4	*	*
Complaints / general enquires / finding phone numbers	*	28	60
Public protection	*	*	17

(\* notes that the service was not amongst the “top 10” in that survey)

The responses are, therefore, fairly consistent, with eight services appearing in the “top 10” in each one of the surveys, and the Waste / Recycling service being the most frequently used service in each one.

### Why not use the website

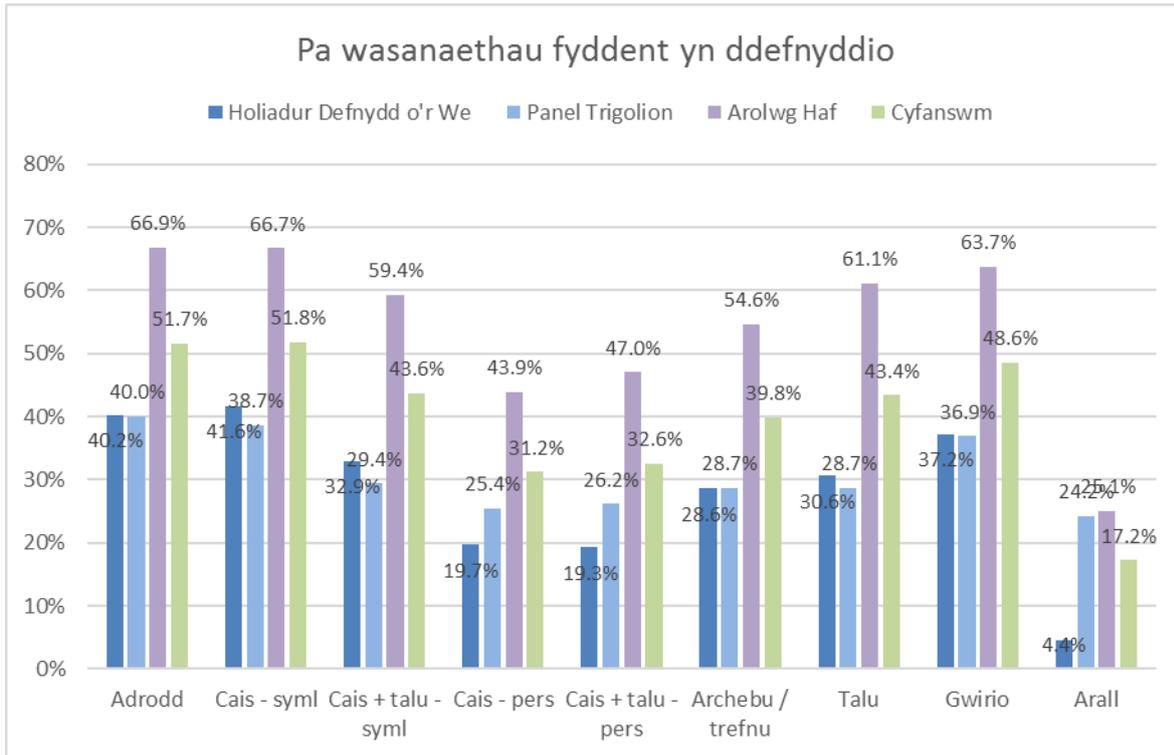
For respondents who did not use the website, the reasons noted for not using it (the “top five” in each survey; another ‘free text’ question) are as follows:

Service	Why not use the Council’s website		
	Internet Use Questionnaire	Citizens Panel (4 responses)	Summer Survey
Have not needed to	44	55	88
Do not live in Gwynedd	27	*	*
Didn’t know it was possible to access services through the website	14	5	54
Didn’t know which services were available through the website	11	*	*
Would rather, or find it easier, to phone	8	56	59
Website is not easy to use / not able to	*	4	35
Lack of response to requests made through the website	*	*	34

(\* notes that the reason was not in the “top five” in this survey)

### 6. Services people would use if they were available on the website

	Internet Use Questionnaire	Citizens Panel	Summer Survey	Total
Report a problem	398	208	765	1371
Make a request - simple	412	201	763	1376
Make a request and pay - simple	326	153	679	1158
Make a request – personal / sensitive	195	132	502	829
Make a request and pay – personal / official	191	136	538	865
Order / arrange	283	149	625	1057
Pay for something	303	149	699	1151
Check something	368	192	729	1289
Other	44	126	287	457



It is clear that the respondents of the Summer Survey, generally, said that they would be more likely to use the services on the website, compared with the respondents of the other two exercises. It is difficult to pin-point the reason for this – the wording of the question in the Internet Use Questionnaire (“If these services were available on Gwynedd Council’s website, which ones would you use?”) was slightly different to the two other surveys (“Would you use these services if they were available on Gwynedd Council’s website?”), and this might have influenced the answers [i.e. the Internet Use survey suggested the need to choose between services rather than tick every one – however, the respondent’s age profile cancelled out any impact for the Citizens Panel].

## 7. Comparing responses to the questions of 'Paying' with the use of the internet to shop / bank

The following compares the responses to the questions about who would be eager to use the 'Paying' services on Gwynedd's website, with every respondent who already used the internet to shop / bank.

### Request and pay for something simple

#### *Internet Use Questionnaire*

	Uses the internet to shop / bank		Does not use the internet to shop / bank		No response		Total	
	Total	%	Total	%	Total	%	Total	%
They would use the Council's website	317	45.4	9	8.0	0	0.0	326	32.9
They would not use the Council's website	380	54.5	103	92.0	181	100.0	664	67.1
<b>Total</b>	<b>697</b>	<b>100.0</b>	<b>112</b>	<b>100.0</b>	<b>181</b>	<b>100.0</b>	<b>990</b>	<b>100.0</b>

#### *Citizens Panel*

	Uses the internet to shop / bank		Does not use the internet to shop / bank		No response		Total	
	Total	%	Total	%	Total	%	Total	%
They would use the Council's website	138	51.9	15	18.7	0	0.0	153	29.4
They would not use the Council's website	128	48.1	65	81.3	174	100.0	367	70.6
<b>Total</b>	<b>266</b>	<b>100.0</b>	<b>80</b>	<b>100.0</b>	<b>174</b>	<b>100.0</b>	<b>520</b>	<b>100.0</b>

#### *Arolwg yr Haf*

	Uses the internet to shop / bank		Does not use the internet to shop / bank		No response		Total	
	Total	%	Total	%	Total	%	Total	%
They would use the Council's website	650	77.8	23	34.3	6	2.5	679	59.4

They would not use the Council's website	186	22.2	44	65.7	235	97.5	465	40.6
<b>Total</b>	<b>836</b>	<b>100.0</b>	<b>67</b>	<b>100.0</b>	<b>241</b>	<b>100.0</b>	<b>1144</b>	<b>100.0</b>

*Total – combined responses of the three surveys*

	Uses the internet to shop / bank		Does not use the internet to shop / bank		No response		Total	
	Total	%	Total	%	Total	%	Total	%
They would use the Council's website	1105	61.4	47	18.1	6	1.0	1158	43.6
They would not use the Council's website	694	38.6	212	81.9	590	99.0	1496	56.4
<b>Total</b>	<b>1799</b>	<b>100.0</b>	<b>259</b>	<b>100.0</b>	<b>596</b>	<b>100.0</b>	<b>2654</b>	<b>100.0</b>

Therefore, through combining the three surveys, a little over 60% of those who already shopped / banked on the Internet would be willing to use the Council's website to make a request / pay for something simple.

This percentage is substantially higher amongst respondents of the Summer Survey than the other two surveys, which reflects the previous results in regards to general willingness to use the Council's website. The way the information was collected may have also been a factor in this (i.e. that people who are willing to complete the survey on the Council's website are more likely to be willing to make payments on the website also).

As might be expected, only a minority of those who did not use the internet to shop and bank would be willing to make payments on the Council's website, although some would be willing to do so.

**Request and pay for something more personal / official**

*Internet use questionnaire*

	Uses the internet to shop / bank		Does not use the internet to shop / bank		No response		Total	
	Total	%	Total	%	Total	%	Total	%
They would use the Council's website	183	26.3	8	7.1	0	0.0	326	32.9
They would not use the Council's website	514	73.7	104	92.9	181	100.0	664	67.1
<b>Total</b>	<b>697</b>	<b>100.0</b>	<b>112</b>	<b>100.0</b>	<b>181</b>	<b>100.0</b>	<b>990</b>	<b>100.0</b>

*Citizens Panel*

	Uses the internet to shop / bank		Does not use the internet to shop / bank		No response		Total	
	Total	%	Total	%	Total	%	Total	%
They would use the Council's website	126	47.4	10	12.5	0	0.0	136	26.2
They would not use the Council's website	140	52.6	70	87.5	174	100.0	384	73.8
<b>Total</b>	<b>266</b>	<b>100.0</b>	<b>80</b>	<b>100.0</b>	<b>174</b>	<b>100.0</b>	<b>520</b>	<b>100.0</b>

*Summer Survey*

	Uses the internet to shop / bank		Does not use the internet to shop / bank		No response		Total	
	Total	%	Total	%	Total	%	Total	%
They would use the Council's website	521	62.3	12	17.9	5	2.1	538	47.0
They would not use the Council's website	315	37.7	55	82.1	236	97.9	606	53.0
<b>Total</b>	<b>836</b>	<b>100.0</b>	<b>67</b>	<b>100.0</b>	<b>241</b>	<b>100.0</b>	<b>1144</b>	<b>100.0</b>

Total - combined responses of the three surveys

	Uses the internet to shop / bank		Does not use the internet to shop / bank		No response		Total	
	Total	%	Total	%	Total	%	Total	%
They would use the Council's website	830	46.1	30	11.6	5	0.8	865	32.6
They would not use the Council's website	969	53.9	229	88.4	591	99.2	1789	67.4
<b>Total</b>	<b>1799</b>	<b>100.0</b>	<b>259</b>	<b>100.0</b>	<b>596</b>	<b>100.0</b>	<b>2654</b>	<b>100.0</b>

Therefore, through combining the three surveys, less than half of those who already shop / bank on the Internet would be willing to use the Council's website to make a request / pay for something more personal / official.

This percentage varies a little between the three surveys, with the respondents of the Summer Survey (as in the 'pay for something simple' question) more willing to use the Council's website. This time, however, respondents of the Internet Use questionnaire were far more reluctant than the rest.

Only a little over 10% of those who did not use the internet to shop and bank would be willing to pay for something more personal / official on the Council's website.

## APPENDIX C

### List of services available in 'My Account'

#### 1. **Waste and Recycling**

- Application for garden waste collection
- Order a new bin / equipment
- Waste / recycling enquiry / complaint
- Report a missed waste / recycling collection

#### 2. **Street Works Licenses (only relevant to businesses)**

- Application for a skip licence
- Application for a scaffold licence
- Application for a hoarding licence
- Application for another construction licence

#### 3. **Planning**

- Pre-application advice
- Ask about a submitted planning application
- Submit a complaint about breach of planning rules
- Submit a general planning enquiry
- Complain about the Planning Service

#### 4. **16+ Travel Pass**

- Apply for a new travel pass / Renew a travel pass
- Change travel ticket details
- Request a replacement new travel pass
- Submit an enquiry / complaint about a travel pass / bus service

#### 5. **Dogs**

- Report a stray dog
- Report a lost dog
- Report a dangerous dog
- Report a barking dog
- Report cruelty to a dog
- Ask a question / comment on the department's work

#### 6. **Pest Control**

- Make a pest control application / ask a question about a specific pest
- Report a pest which is not on my property
- Enquire about a pest control contract (business / organizations only)
- Ask a question about the department / make a complaint

#### 7. **Jobs**

- Submitting a job application

## Appendix D

### Self-service Communication Plan - November 2017 launch

#### Purpose

A plan to promote and market all the self-service services which are now available online 24/7 for Gwynedd residents and to encourage as many of the County's residents as possible to use self-service rather than phone or call in to request a service.

The initial promotion period will begin during the week of 13 November 2017 with the distribution of Newyddion Gwynedd to all homes in the County.

#### The Message

There are many useful services now available by visiting [www.gwynedd.llyw.cymru](http://www.gwynedd.llyw.cymru) or downloading the App:

- convenient for the people of Gwynedd
- easy to use
- available 24/7
- cost effective to the Tax Payer
- accountable / easy to "track" applications

#### How?

The initial intention is to base a campaign on three specific groups and use them to convey the message to the wider public:

- Parents of schoolchildren
  - i) set-up an account to pay school payments, e.g. lunch, trips
  - ii) persuade them to use the wider range of services available
- Leisure centre users
  - i) set-up a member's account with a Leisure Centre and book sessions at a Leisure Centre
  - ii) persuade them to use the wider range of services available
- Highways and Municipal Services
  - i) set-up an account to order garden waste collections, order a bulky waste collection, complain about a missed collection etc.
  - ii) persuade them to use the wider range of services available

#### When?

<b>June</b>	<ul style="list-style-type: none"><li>• To agree on the brief, work programme and schedule</li><li>• Commission a designer</li></ul>
<b>July / August</b>	<ul style="list-style-type: none"><li>• Order a delivery week for Newyddion Gwynedd</li></ul>

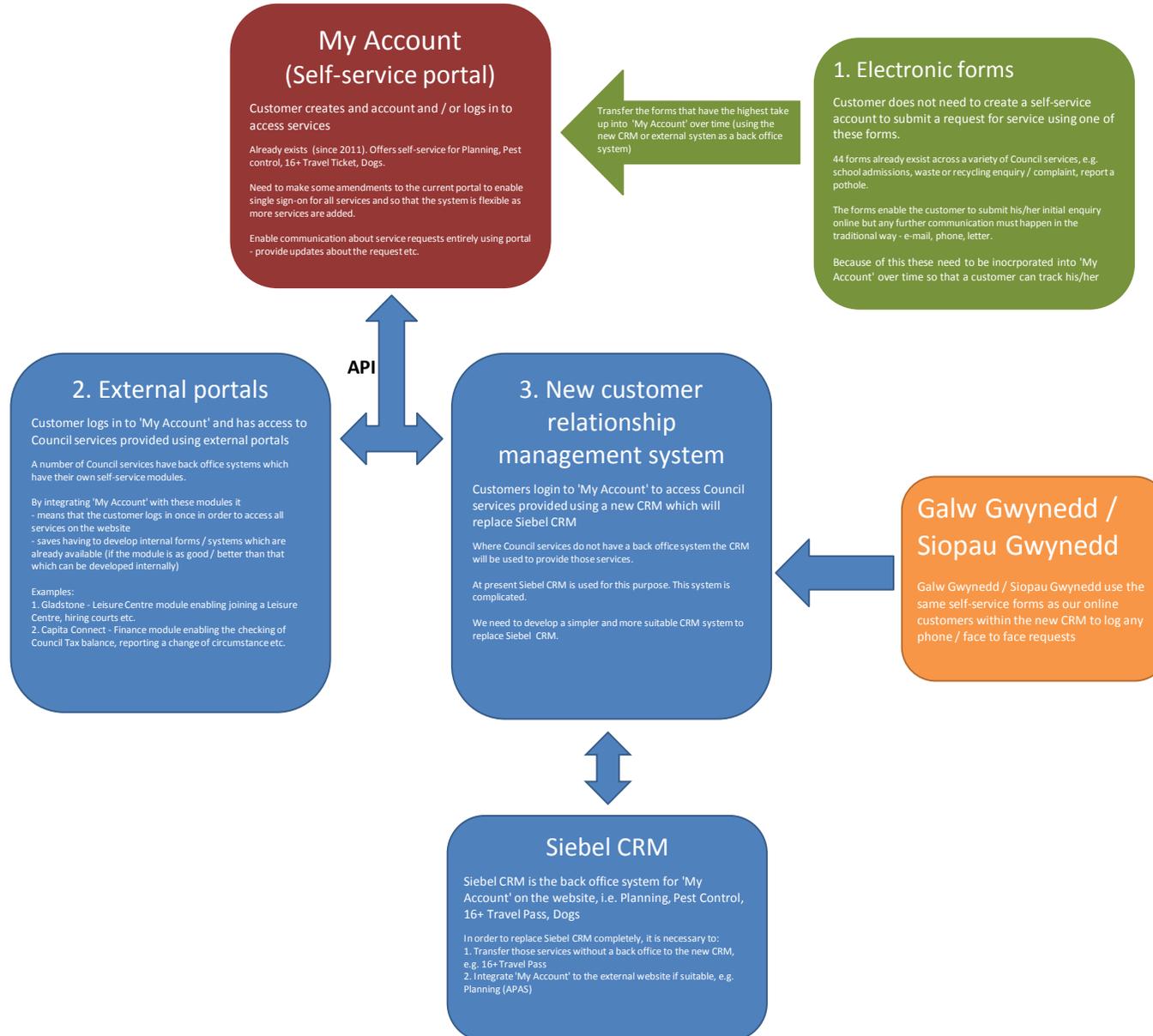
<b>/ September</b>	<ul style="list-style-type: none"> <li>• Develop the brand (image, marketing material, App etc.)</li> </ul>
<b>October</b>	<ul style="list-style-type: none"> <li>• Produce the materials</li> </ul>
<b>November / December / January</b>	<ul style="list-style-type: none"> <li>• Launch the campaign - beginning 13 November 2017 <ol style="list-style-type: none"> <li>1. Newyddion Gwynedd - main story - distribute week beginning 13 November 2017</li> <li>2. Social media campaign</li> <li>3. Galw Gwynedd raising awareness amongst customers over the phone (this will be continuous from November onwards)</li> <li>4. Siop Gwynedd raising awareness with customers face-to-face (this will be continuous from November onwards)</li> <li>5. A series of 'drop-in' sessions to be held by the Digital Gwynedd team at various locations across the County</li> <li>6. A series of 'drop-in' sessions for Members to raise awareness</li> <li>7. On-line adverts</li> <li>8. Radio adverts</li> <li>9. Press Releases</li> <li>10. Distribute information and place pop-up banners at Leisure Centres, Libraries and Siop Gwynedd</li> <li>11. E-mail existing Leisure Centre customers to inform them of the service</li> <li>12. E-mail parents to inform them of the service and distribute information through the schools</li> <li>13. Inform customers of the on-line service when reminding them to renew their garden waste collection service</li> </ol> </li> </ul>

### Promotion costs

<b>Designs</b>	Develop a brand to market self-service	£3,000
<b>Newyddion Gwynedd</b>	Article and image, feature articles	£500
<b>Press Releases</b>	Publish a release to coincide with distributing Newyddion Gwynedd and a series of further releases to follow	£0
<b>Social media campaign</b>	A series of messages, adverts, images - Twitter, Facebook, Instagram Video clips	£200
<b>On-line adverts</b>		£1,250
<b>Radio adverts (Capital FM)</b>		£1,500
<b>Adverts in 'papurau bro'</b>		£500
<b>Pop Up banners</b>	Siop Gwynedd, libraries, leisure centres, events	£850
<b>A6 Post card</b>	Welsh and English back-to-back	£360
<b>A5 Flyers</b>	Welsh and English back-to-back	£810
<b>A3 &amp; A4 Posters</b>	For Leisure Centres, primary schools, libraries etc.	£50

<b>Canvas banners</b>	Car parks Gwynedd Council buildings	£650
<b>Business card / sticker</b>		£330
<b>Refuse lorries</b>	Messages on refuse lorries	£5,000
<b>Further promotion</b>	Further promotion in Year 3	£5,000
<b>Total</b>		£20,000

## APPENDIX E - Developing Gwynedd Council's Self-service



## APPENDIX F

<b>DATE</b>	29 June, 2016
<b>SUBJECT</b>	Analysis of the additional resource which is needed to develop the digital channel in Gwynedd.
<b>AUTHOR</b>	Huw Ynyr
<b>WHY IS THE MATTER IS ARISING</b>	The IT service does not have enough resources to cope with a project of this scale and satisfy the rest of the Council's development work program.

### 1. Background

**1.1** The Council has committed to developing a digital channel to facilitate access to the Council's services in a way that is more effective and efficient than the traditional channels.

**1.2** The work programme for developing the channel will take three years and will be served by four members of the development team.

**1.3** The development unit's work programme has been re-prioritised to begin this project as soon as possible, which means that a number of projects will slip.

**1.4** Two additional temporary staff members will be needed as backfill to continue to work on the rest of the development needs which have been evaluated as valid developments and are seen as improvements for the Council. Two year's worth of one resource has already slipped in order to facilitate the work of introducing the digital channel.

**1.5** The work programme will continue to increase and, therefore, the backfill resources will need to continue throughout the term of the project to fulfil the digital channel. Two temporary developers are, therefore, required for a period of three years.

**1.6** Adding a system of the size and complexity of the digital channel raises the question of future support. It is premature to analyse this at the moment, but we must prepare for the period after the channel is fulfilled, which is from year four onwards.

#### 1.7 Summary of the costs

<b>Costs for resources over 3 years:</b>	<b>£226,752</b>
<b>One-off costs (computers and office equipment):</b>	<b>£ 3,600</b>