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CARDIFF  
CAERDYDD

## The City of Cardiff Council



- Serving around 350k Residents
- 15% of whom have some communication skills in Welsh Language
- Cardiff as an employer employs 13.5k people of which 5% have indicated they have some Welsh language skills.
- Dual websites
  - Cardiff.gov.uk (250k sessions or 660k page views per month)
  - Caerdydd.gov.uk (2.5k sessions or 7k page views per month)

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## Challenges facing Customer Services



- Multi-Channel
- Pace of Technology Changes
- Staffing “Welsh Essential” posts and retention
- Investment – Internal and external spend to resolve
- Customer Insight – Knowing a customer’s preference

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## Recording Preference



### New Individual Customer

* Country:	GB - United Kingdom
* Title:	Mr
* First Name:	Rhun
* Last Name:	Roberts
E-Mail:	robbie@brooker.co.uk
Phone:	
Mobile:	+44 7953655142
Contact Permission:	Allowed
* Language Spoken:	Welsh
* Language Written:	Welsh
Translation Needs:	N/A
Organisation:	N/A
Description:	
Flat:	
Building Details:	
* House Number:	3
* Street Name:	RUBY STREET
Ward:	Adamsdown
* City:	CARDIFF
Country:	CARDIFF
* Postal Code:	CF24 1LP
Monitored Customer:	<input type="checkbox"/>

- Selection at point of customer contact
- Narrow reach
- Mechanisms required to broadcast across the authority – Master Data Management

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## Website Refresh - Launched 2014



The screenshot displays the Cardiff.gov.uk website interface. The header includes the Cardiff Council logo, a search bar, and navigation links for Resident, Business, Voting, Your Council, and Make a Payment. The main content area features a large banner for 'The cost of bulky item collections have changed' and a 'Cardiff Local Development Plan 2006 to 2026' announcement. Below these are several service categories: Recycling and Waste, Schools and Learning, Parking, Roads and Travel, Council Tax, Leisure, Parks and Culture, and Libraries and Archives. A secondary screenshot to the right shows the Caerdydd.gov.uk website, which is a bilingual version of the same site, with the header in Welsh and the main content in Welsh, including a banner for 'Mae'r gost o gasglu eitemau swmpus wedi newid' and a 'Cynllun Datblygu Lleol Caerdydd: 2006 i 2026' announcement.

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## Controls Introduced



- Centralised Content
- 2 distinct sites, using a variation process in SharePoint to update Caerdydd.gov from pre-published changes in Cardiff.gov
- Content requested in English only to allow edit/agreement prior to translation
- No content will be published unless there is a translation.
- Exceptional Circumstances

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## Web Refresh - Challenges in ensuring Compliance



- Legacy applications, Idox PA (planning Applications)

The screenshot displays two web pages side-by-side. The left page is for 'cardiff.gov.uk' and features a search form titled 'Planning » Simple Search'. The right page is for 'caerdydd.gov.uk' and features a search form titled 'Cynllunio » Chwiliad Syml'. Both pages include search input fields, buttons, and navigation links. The bottom of the image features a red banner with the text 'difference make the | gwnewch wahaniaeth'.

## Challenges in ensuring Compliance



- Tracking Progress
- Getting buy in from others, they'll need to change!
- Understanding your own role within the organisation

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