

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)



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



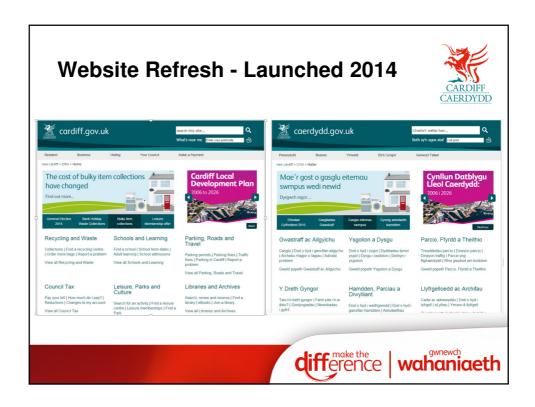
Recording Preference





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





Controls Introduced



- Centralised Content
- 2 distinct sites, using a variation process in SharePoint to update Caerdydd.gov from prepublished 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





Challenges in ensuring Compliance



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

