



# Working Smarter

## How Cardiff is reducing costs whilst improving services for residents and businesses

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# Smarter working, connected working, working together



# Why digital

Digital is not just about Information Technology projects, savings or providing online facilities; it is about **‘doing and thinking about things differently’** to respond to customer and user needs and expectations.

The case to drive a digital agenda is more than persuasive. The full benefits of digital transformation can allow us to:

- Provide integrated services
- Improve customer satisfaction
- Ensure value for money in a time of continued budgetary constraints
- Aid in creating a Council fit for the future



# Key Opportunities

Key opportunities that were identified were:

1. Mobile Working
2. Mobile Scheduling
3. Customer self-service
4. E-billing
5. Hybrid Services
6. Cloud Based Solutions

However, solutions such as those above need to be managed to deliver the outcomes you want.



# Achieving our four main outcomes

## Outcome 1 - Understanding our customers

We put the customer at the forefront of our intentions and work in partnership with the people of Cardiff to understand their needs to ensure that any digital system best reflects their requirements. Digital development is based on clear user need to enable customers to participate in the design of services and use customer feedback and evolutions in user behaviour to lead our digital programmes.

## Outcome 2 - Increase provision of digital services

We will increase in the provision of digital services available to both the public and internally right across the directorate, always actively searching out areas where improvements could be made and implementing the best solutions available.

## Outcome 3 - Providing value for money

We will ensure we maximise our working practises to deliver the best service possible for expenditure, asking all departments within the directorate to constantly be assessing their current practises to look for improvements against current market trends.

## Outcome 4 - Promoting a digital culture

We aim to promote a digital culture whereby a digital mind-set will be embedded across the directorate and will be second nature to employees, regardless of their role or seniority.



# Example 1: StarTraq Dome Environmental Enforcement



The Directorate worked with StarTraq to enable Enforcement Officers to issue fines by electronic handhelds, which link in real-time to StarTraq's DOME back office system, allowing for seamless case management



### Mobile Working

- 150% increase in hours spent on patrol
- Increased visibility of officers
- Smart enforcement



### More Offences Identified

- 24% increase in fixed penalties issued
- Greater compliance
- Additional revenue



### Cloud Based Digital Case Management

- Reduced errors and costs associated with manual ticketing and re-keying information
- Reduced payment cycle time
- Reduced labour costs
- Increased audit and reporting functions
- Access to real time information



### Making a Difference to The Community

- More patrolling officers act as a deterrent to would-be law breakers
- A cleaner environment leads to greater civic pride
- Compliments Government led initiatives and policies



# Example 2: StarTraq Dome Environmental Enforcement



The introduction of a hybrid mail solution allowed the Directorate to digitally integrate and manage its mail services, significantly reducing costs associated with printer maintenance, staff time and postal costs, while providing operational continuity and the scope for flexible working.

Civil Traffic Enforcement Team sent over 200,000 pieces of mail during accounting for over 50% of Directorate postal output



### Mobile Working

Work and print mail anywhere without the need for a physical printer providing greater flexibility



### Efficiency Savings

Letters no longer printed and posted internally, resulting in reduced administrative time and staff efficiency savings



### Savings

**£60,000** savings realised in 18/19 financial year  
Reduction in maintenance costs of printers, franking and enveloping machines



### Leading Change

Used as a pilot project for the provision of hybrid printing services corporately



# Monitoring the outcomes (See Core Data June 2019)

**18,282** online payments made - totalling **£2.15 million**

**189,110** people visiting our Website

Visits by device – 36.79% Desktop / 63.21% Mobile

**78.28%** Parking Permits applied for online

**81.22%** Penalty Charge Notice Appeals on line

**82.83%** of requests for Recycling and Waste – Order bags / caddy on line

**17,121** searches in the a-z of recycling

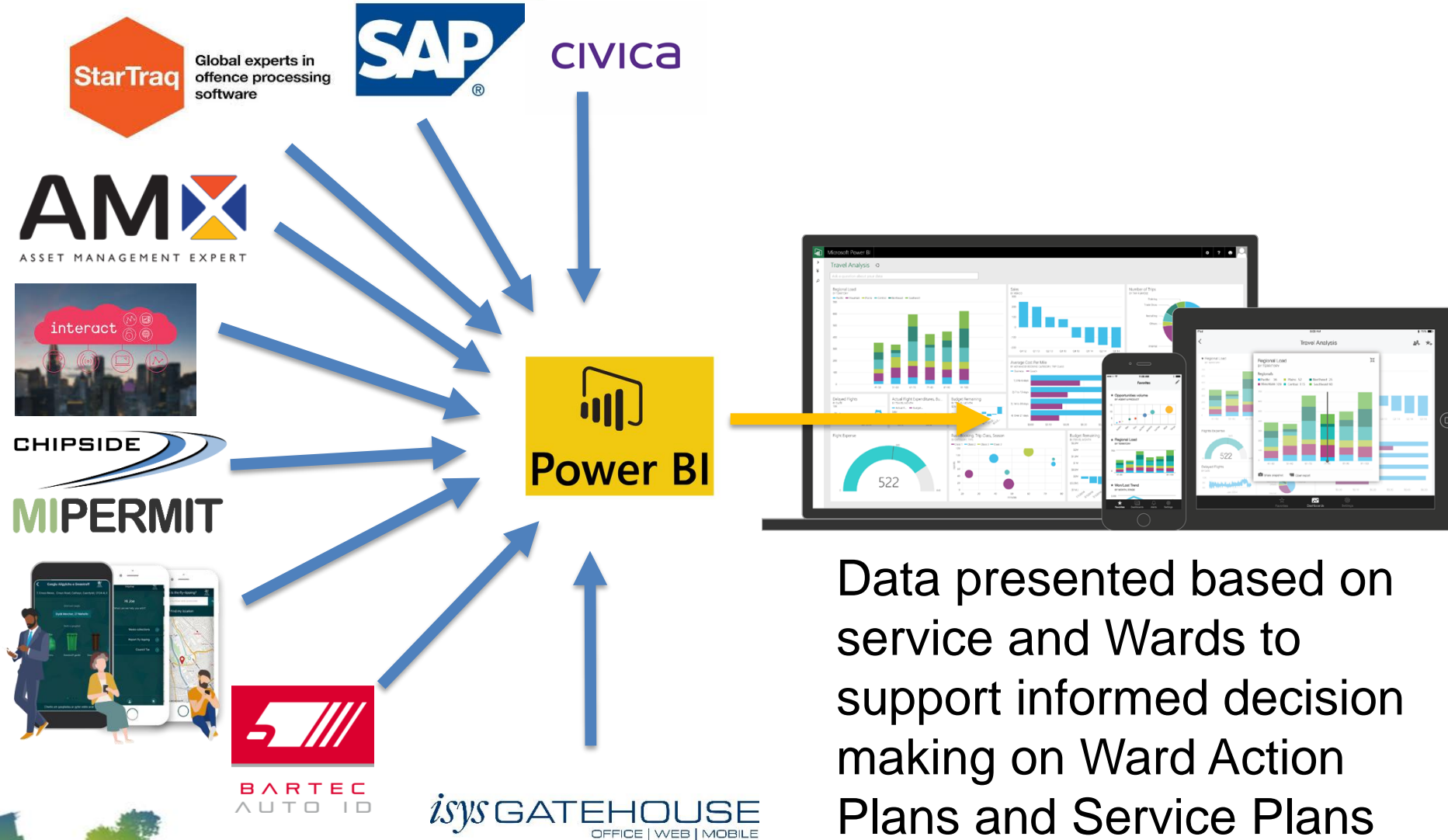
**36,260** waste collection online look ups **25,411** – via the website, **10,879** via the App, **113** via C2C (telephony)

**15,039** Cardiff App downloads





# Use of Data – Do we value or use our data?



Data presented based on service and Wards to support informed decision making on Ward Action Plans and Service Plans





# Questions

