

Bridgend C.B.C

Bridgend County Borough Council

APPENDIX 2

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[Pick the date]



Digital Transformation

Consultation report

Date of issue: May 2016

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1. Overview

A public consultation reviewing Bridgend County Borough Council's digital transformation of front-line services was undertaken over a five week period from 18 April 2016 and 23 June 2016. The consultation received 1,005 responses from a combination of the consultation survey and Citizens' Panel. This paper details the analysis associated with the consultation.

2. Introduction

A public survey based on Bridgend County Borough Council's digital transformation of front-line services was undertaken over a five week period between 18 April 2016 and 23 June 2016. The survey was available to complete online through a link on the consultations page of the council's website¹ or by Citizens' Panel members completing the survey sent directly to them via their preferred method either by post or by email. Paper copies of the consultation were also made available at local libraries, or alternatively, they could be sent directly to the residents upon request in either English or Welsh.

In total there were nine questions which required a reply from respondents, all other questions in the survey were optional. All survey responses offered the option of anonymity. Comments regarding the consultation were also invited via letter, email and phone call.

3. Promotional tools and engagement methods

Details of the consultation were sent as part of a press release emailed to the following stakeholders; Bridgend business forum and business directory, councillors, town and community councils, members of the Local Service Board (LSB), the Youth Service Cabinet (YSC), Bridgend Equality Forum (BEF) and local media outlets.

A replication of the questions asked in the consultation was sent to the 1,464 Citizens' Panel members on 5 April 2016. In relation to the Citizens' Panel the deadline response date had been set for 23 May 2016 to allow sufficient time for a response.

Facebook and Twitter had been used to promote the consultation.

3.1 Social media

The council tweeted its 7,162 @Bridgend CBC followers and posted to its 5,007 Facebook fans about the consultation on several occasions during the consultation period to help raise awareness. Two Facebook advertisements were run between 26 April – 2 May, and 16 May – 23 May.

3.2 Online and paper survey

The survey gave respondents the ability to share their views either by post or online (including the use of mobile devices). Two qualitative questions were included regarding what services residents believed were missing from the prioritised services list and an additional question allowing residents to share any other comments on digitalising services.

¹<http://www1.bridgend.gov.uk/consultation>

4. Response rate

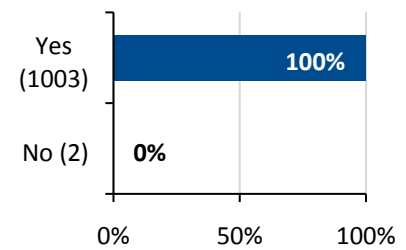
Overall there were 1,005 responses to the survey. The response rate has been segregated into several areas: the consultation survey responses and Citizens' Panel responses.

- 864 responses were received directly from the Citizens' Panel – 458 were received online and 406 paper versions.
- 141 responses to the online submissions and no paper versions returned. No comments were received by letter or telephone call.
- During two social media advertisements promoting the survey there were 332 click throughs reaching 14,201 different users.

5. How effective was the consultation?

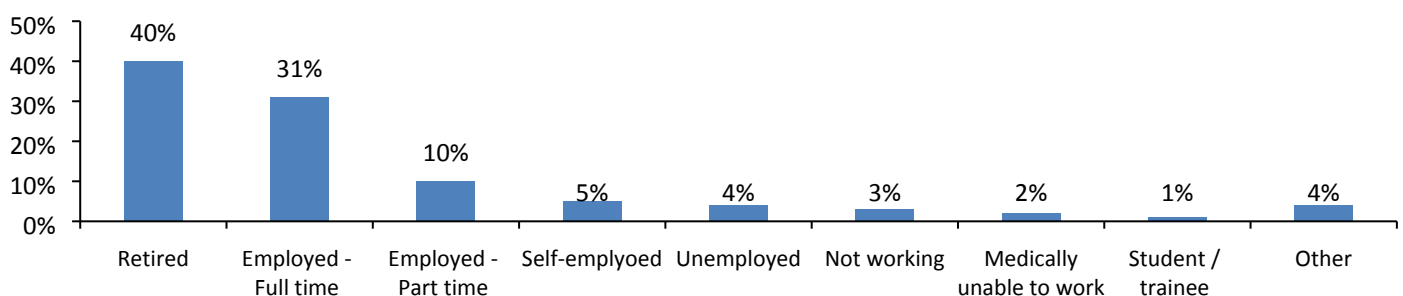
The budget consultation was conducted over a five week period in which a range of marketing methods were used to create awareness of the consultation and encourage members of the public to engage with the council. The social demographic data reflects a good cross section of the County Borough's population (1,003 respondents lived in Bridgend and two outside the area).

Are you a resident of the County Borough?



Data gathered on the 864 Citizens' Panel respondents also shows their employment status. Two in five (40%) of the respondents to the survey identified themselves as retired, one in three (31%) were employed full time, followed by 10 per cent who were employed part-time.

Employment status



The Citizens' Panel members responding to the survey who also provided an age were detailed in the table below.

Age category	16 - 34	35 - 44	45 - 54	55 - 64	65+	Total
#	57	91	144	194	248	734
%	8%	12%	20%	26%	34%	100%

Data validation measures have been undertaken to ensure that the same respondent could not submit more than one response by cross comparing the consultation response details with the Citizens' Panel respondent details. A sample of 1,005 is robust and is subject to a maximum standard error of ± 3.08 per cent at the 95 per cent confidence level on an observed statistic of 50 per cent. Thus, we can be 95 per cent confident that responses are representative of those that would be given by the total adult population, if a census had been conducted, to within ± 3.08 per cent of the percentages reported. This means that if the total adult population of Bridgend had taken part in the survey and a statistic of 50 per cent was observed, we can be 95 per cent confident that the actual figure lies between 46.92 per cent and 53.08 per cent.

6. Headline figures

- 6.1 The majority of respondents have access to the internet with 11 per cent stating they do not have any access. Access was less likely with the older age group as 26 per cent of the 65+ age group saying they do not have access.
- 6.2 The most common virtual activity was using online retailers with four in five (82%) stating they have done so within the last year. More importantly from a council perspective, Ove two in three (68%) had paid bills online within the past year.
- 6.3 When asked which council services respondents would use online, four areas received the majority of support: reporting highway issues (67%), waste and recycling (65%), reporting environmental issues (62%) and handling your council tax (58%) were the four most popular options.
- 6.4 Considering only those who use the services, the percentages rise to: reporting highway issues (71%), waste and recycling (69%), reporting environmental issues (66%) and handling your council tax (62%).
- 6.5 Handling your council tax was the most popular 'priority one' for respondents however, across the three priorities handling your waste and recycling featured most often.
- 6.6 Those who said they would not use online services claimed they 'preferred to speak to someone in person' (79%), whilst six in ten (62%) did not trust putting their bank details online.

7. Question and Analysis - Consultation Survey

Section seven of the report looks at the questions asked in the consultation survey – with 1,005 respondents in total.

7.1 Please select a language to begin the survey.

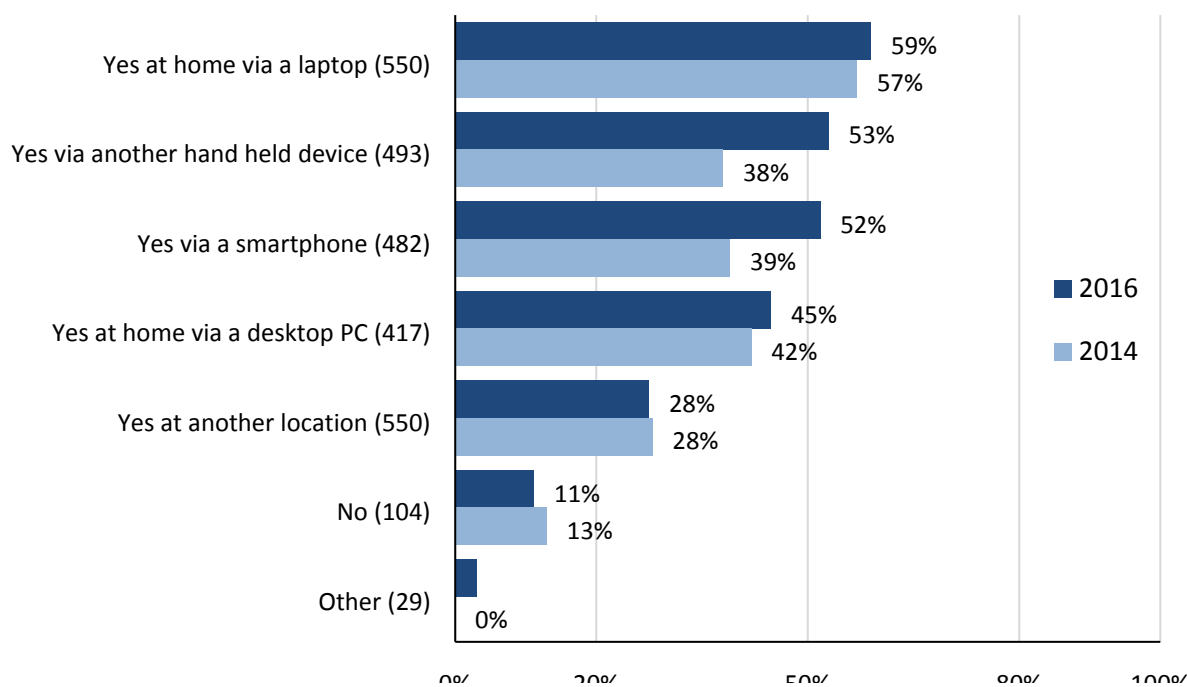
Respondents to the consultation survey were initially asked which language they would like to complete the survey in. Overall 99 per cent of respondents selected English with one per cent selecting to complete the survey in Welsh.

Language	#	%
English	994	99
Welsh	11	1
Total	1,005	100

7.2 Access and ability

The majority of respondents have access to the internet, 11 per cent said they do not have any access. Six in ten (59%) have access at home via a laptop, half of the residents have access via another handheld device (53%) or smartphone (52%). Under half (45%) had a desktop PC at home whilst 28 per cent have access to the internet in another location. The number of people with no access has fallen by two per cent since 2014.

Figure 1: Do you currently have access to the internet? (All responses)



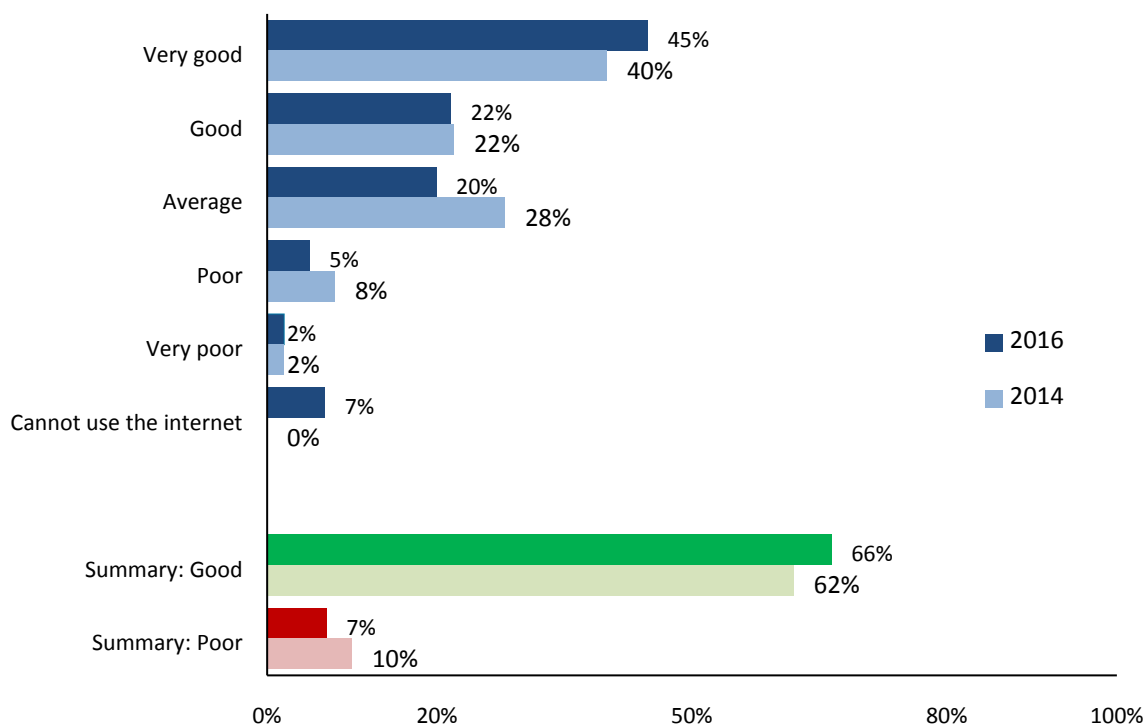
Those who responded through the Citizens' Panel also shared their age category through the membership database. The older age group are less likely to have access to the internet, with 26 per cent of the 65+ age group saying they do not have access.

Table 1: Percentage of residents with no access by age category

Age Category	35 - 44	45 - 54	55 - 64	65+
#	2	9	17	61
%	2%	7%	9%	26%

Two thirds (66%) of residents claim that their ability to use the internet is either good or very good, with 45% claiming it is very good. Less than one in ten (7%) rated their ability lower than average and seven per cent said they cannot use the internet.

Figure 2: How do you rate your ability to use the internet? (Valid responses)



Unweighted sample base: 916 (2016 data)

Table two shows respondent's internet ability gets weaker by age thus, those who are younger claim to have a better ability.

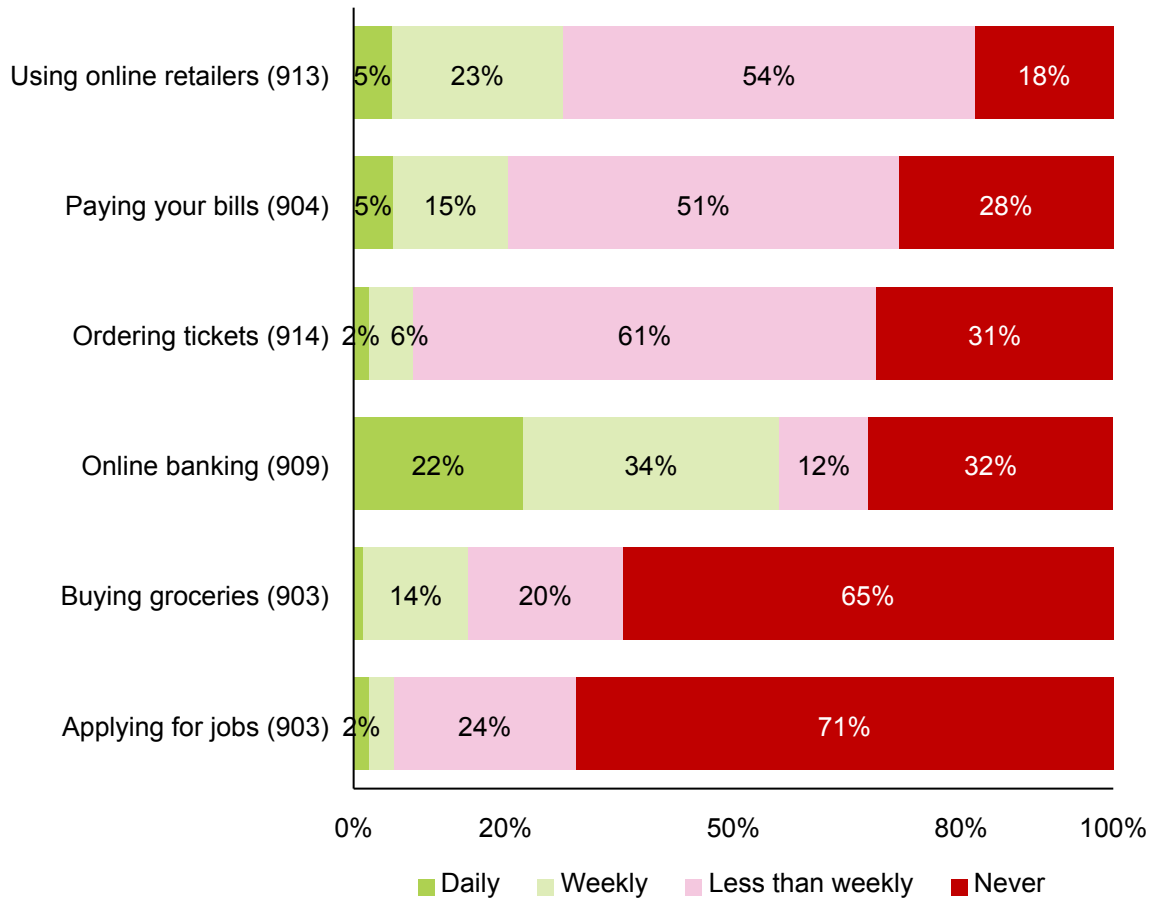
Table 2: Percentage of residents with rate their ability as 'good' or 'very good'.

Age Category	16 - 34	35 - 54	55 - 64	65+
#	49	80	117	85
%	99%	83%	62%	38%

7.3 Typical activities accessed online

The most common activity online was using online retailers with four in five (82%) stating they have done so within the last year. The most popular service to use daily was online banking (22%), yet over one in three (32%) have never used it. More importantly from a council perspective, Over two in three (68%) had paid bills online within the past year.

Figure 2: Generally, how often do you carry out the following activities online? (Valid responses)

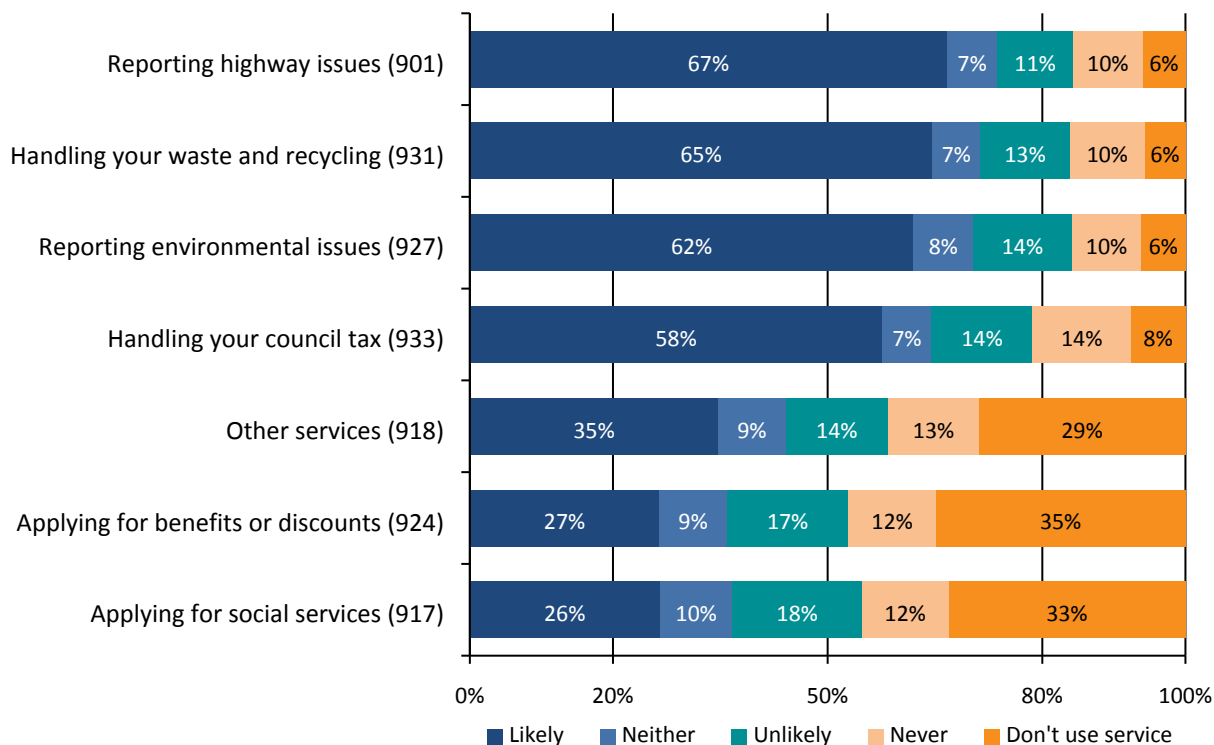


Unweighted sample base in brackets

7.4 Service digitalisation

Residents were asked to consider what services they regard as a priority when moving council services online. When including the never and I don't use service options, four services received at least over half of the responses for 'likely' or 'very likely' to use. Reporting highway issues (67%), waste and recycling (65%), reporting environmental issues (62%) and handling your council tax (58%). One in three have not used the service for applying for benefits or discounts (35%) or for social services / wellbeing support (33%).

Figure 3: How likely would you be to access these services online instead of your usual method? (All responses)

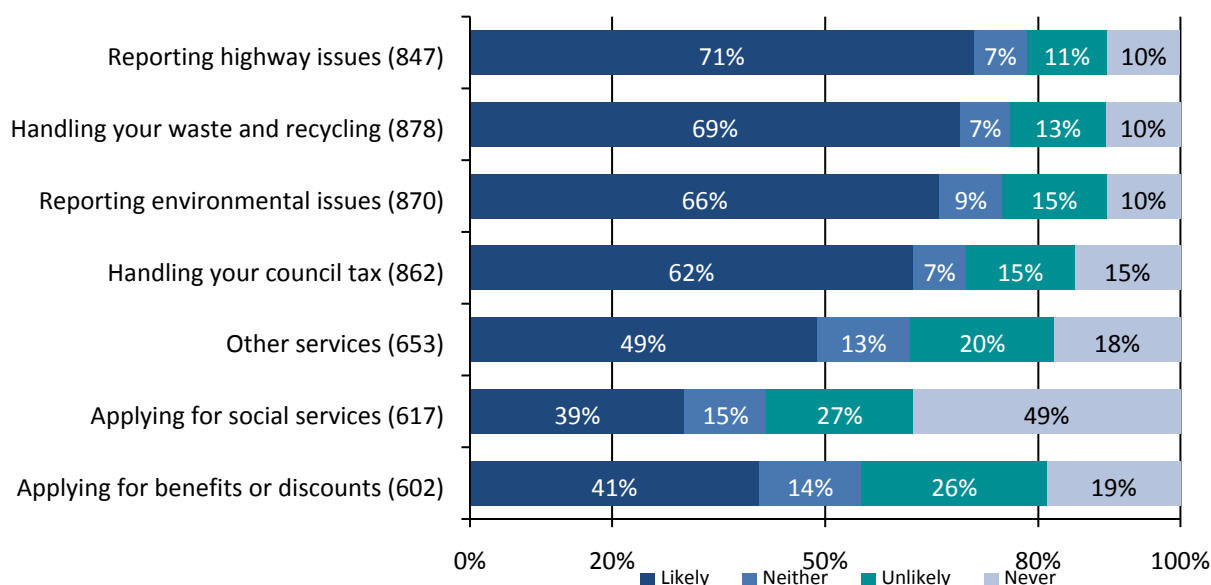


Unweighted sample base

Further analysis of the same question considered only those who use the services at present and their likelihood of adopting the service should it move online. This data could also be used to predict the number of adopters given the current user levels to within ± 3.05 per cent of the percentages reported. The same four services were the most likely to be adopted.

Those who responded by paper were significantly less likely to adopt the service with as high as one in six (14%) stating they would never handle their council tax payments online. The most likely service to adopt for paper respondents was handling your waste and recycling with 38 per cent selecting 'likely' or 'very likely' to use the online service.

Figure 5: How likely would you be to access these services online instead of your usual method? (All responses excluding 'I do not use this service')



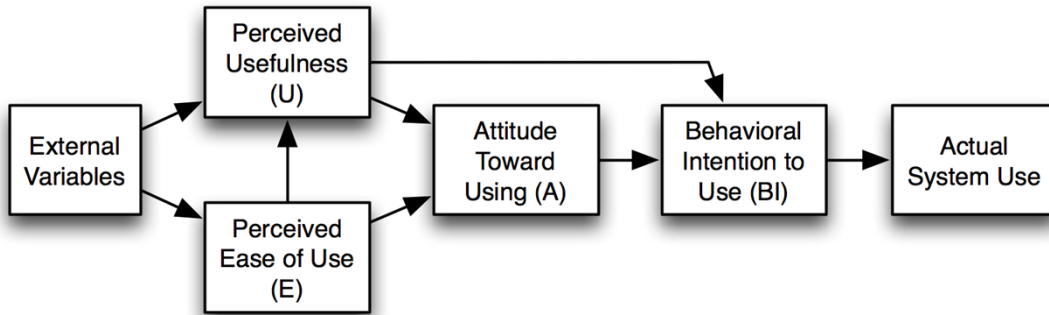
Unweighted sample base

The likelihood of adoption has been covered into one percentage and analysed by demographic in order to convey the most likely services to be adopted. When factoring the results by demographic 65+ and paper respondents score lowest however, the top three issues are significantly more likely to be adopted by those demographics.

Table 3: Likelihood of adoption by demographic.

	16 - 64	65+	Paper respondents	Online respondents	Total
Reporting highway issues	76%	52%	45%	86%	69%
Handling your waste and recycling	73%	49%	42%	85%	66%
Reporting environmental issues	73%	46%	42%	81%	64%
Handling your council tax	67%	39%	34%	80%	59%
Other services	57%	17%	22%	66%	46%
Applying for benefits or discounts	49%	17%	18%	58%	39%
Applying for social services and wellbeing support	45%	23%	19%	54%	38%

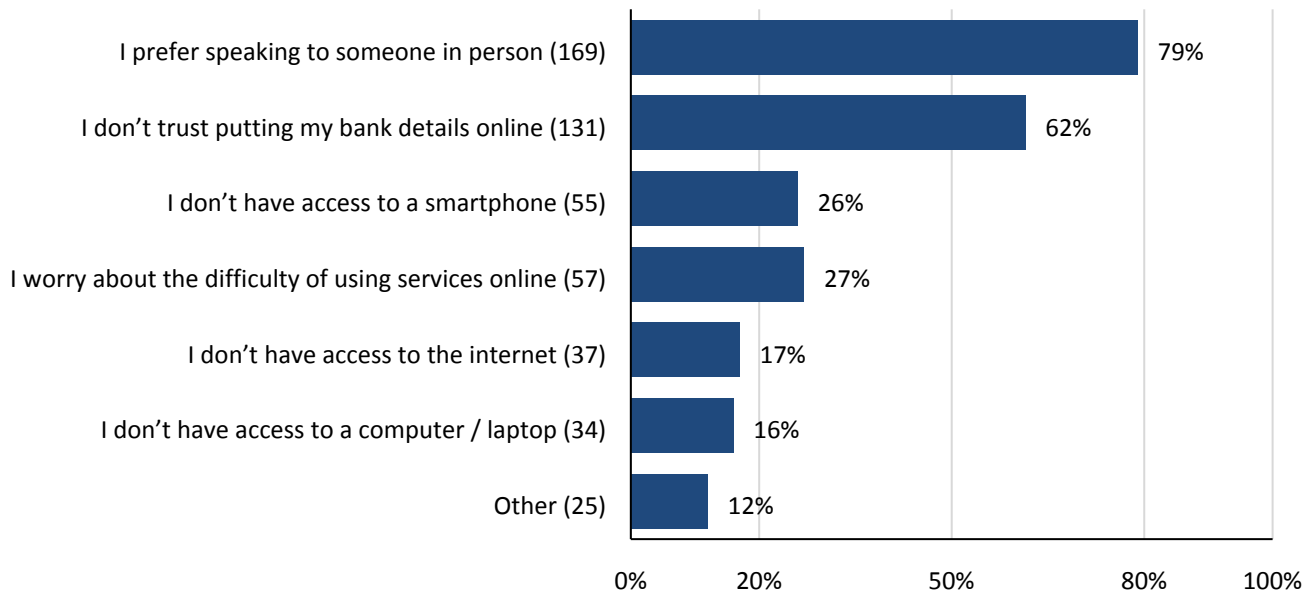
The technology adoption model (TAM) created by Davis et al (1989) states that the easiest form of adoption is to encourage the factors defined in the image below. By increasing the perceived ease of use users are more likely to adopt the technology.



By increasing the perception of usefulness and ease of use, a user would be more likely to adopt the service. In addition to this concept, those who stated they were unlikely to adopt digitalised services were asked what specifically stopped them from adopting the service.

The most popular reason was ‘preferring to speak to someone in person’ with four in five (79%) selecting this option, whilst six in ten did not trust putting their bank details online (62%).

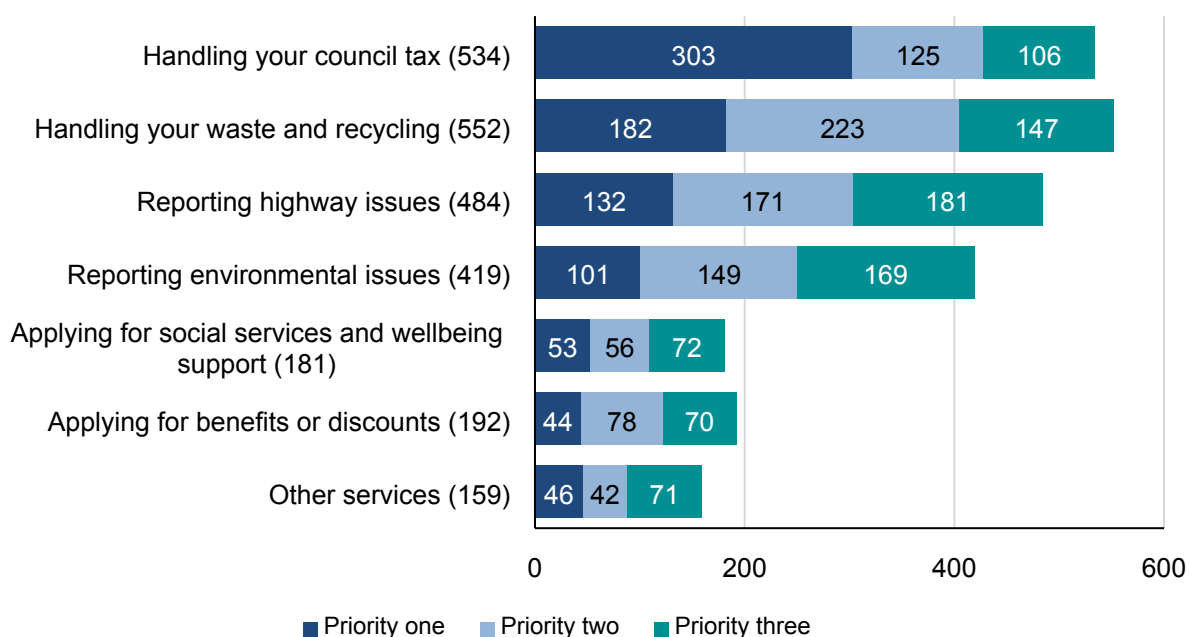
Figure 6: Which of the following reasons stop you from using online services? [Respondents who said they were unlikely to adopt digitalisation]



Unweighted sample base: 213

Residents were asked which services they would prioritise in moving services online. Handling your council tax was the most popular ‘priority one’ however, across the three handling your waste and recycling featured most often. It is also important to consider factoring in the likelihood of adoption (page 26) question where reporting highways issues was the most likely to be adopted across the demographics, followed by handling your waste and recycling. Handling your council tax was fourth as those aged 65+ stated only 39 per cent would adopt.

Figure 7: Which of the following services would you prioritise when moving services online? (All respondents)



Less than one in ten (9%) felt there were services missing from the list, a qualitative section was then provided to describe which services they felt needed to be included. There were 65 comments provided from a potential 72 residents who had the opportunity to reply.

Two areas received over ten specific references were regarding online contact support for all front-facing departments and complaints.

“It would be useful if Bridgend council had an online contact service for ALL departments with a time frame of no more than 48 hours (working days) for a response. It is common practice in most private companies, however, I am not aware of this being used by a council and I feel it would be beneficial for the residents of Bridgend.”

Table 4: Qualitative response to: what services do you feel are missing?

What services do you feel are missing?	#	%
Online contact support for all departments ie faults /parking issues /abandoned cars etc	15	23
Complaints	12	18
Planning	7	11
Maintenance to public areas (e.g. parks)	6	9
Disability services (e.g. parking badges)	5	8
Online services for communities	3	5
Bus pass	3	5
Development control applications / consultations	3	5
Other	6	9

Residents were then asked if they had any additional comments regarding online services overall in total there were 188 comments referencing 208 topics. Two in five (39%) disagreed with transferring services online whilst over one third (36%) wanted improved services online such as a smartphone friendly website.

In total 378 residents shared their email address in order to receive further information on shaping the council's digital services as the project develops.

Table 5: Qualitative response to: additional comments regarding online services?

Theme	#	%
Disagree to transfer everything online	75	39
Up to date and Improved services online. i.e. user friendly for smart phones/ tablets, school admissions , council structure etc.	69	36
Publicise Cobwebs more	16	8
Report problems / general queries online and face to face	6	3
Security risk / confidentiality or fraud issues	6	3
Provide training for general public to use the online services	5	3
Improve response times for the authority	4	2
Other	10	5