



Overview and Scrutiny

December 2021

Website Overview 1 Nov 2020 – 31 Oct 2021

16,175,719 page views – up 1,298,054 (+9%) on Nov 2019 to Oct 2020

- 794,353 (5%) visits to the homepage
- 346,973 (2%) using the site search

Top 10 pages by views Nov 20 – Oct 21		Nov 19 – Oct 20	
Coronavirus – data	530,408	Jobs and careers	478,233
Jobs and careers	441,648	Coronavirus - news	283,556
Road cameras and weather conditions	356,585	Libraries	279,046
School term and holiday dates	238,949	Road closures and diversions	215,437
Coronavirus - news	194,228	Coronavirus - advice and information	191,334
Libraries	179,165	My Account	176,584
My Account	171,570	School term and holiday dates	161,936
Coronavirus - advice and information	170,947	Road cameras and weather conditions	152,888
Road closures and diversions	142,761	HWRCs	105,088
HWRCs	106,703	Contact Us	82,944

Social Media – 1 Nov 2020 – 31 Oct 2021

Top single post by views per channel

Twitter – 335,453

Facebook – 136,640

Instagram – 5,841

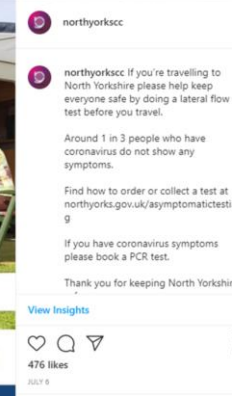
LinkedIn – 5,648

Dec 20 – Marcus Rashford retweets our pandemic funding support for families

Oct 21 – Sutton Bank closed due to lorry shedding its load of pork

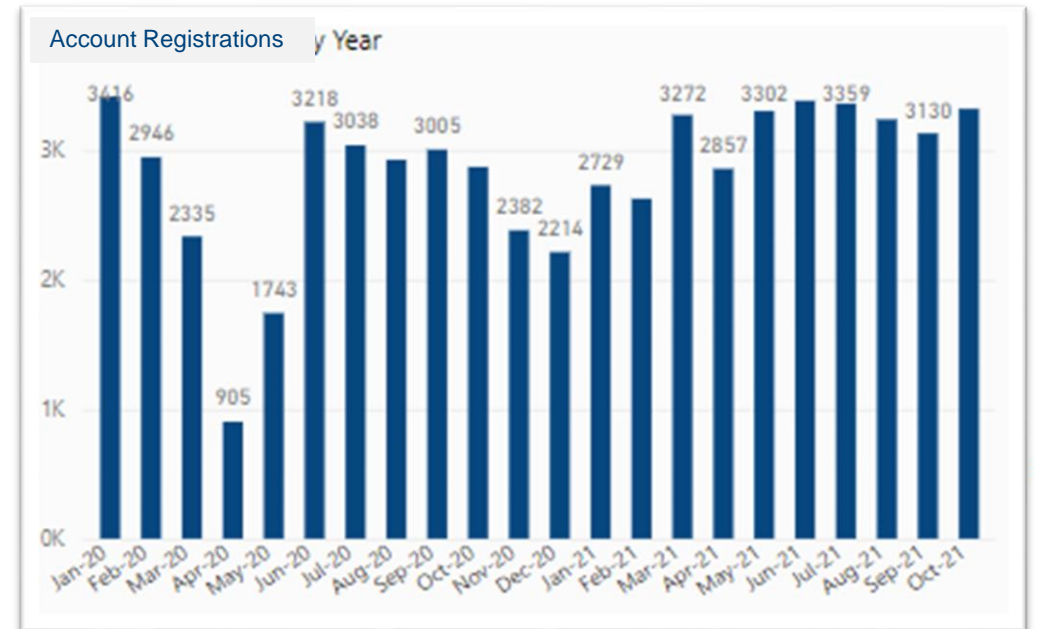
Jul 21 – Paid for out of county messaging asking people to test before visiting

Jun 21 - NY Highways launches



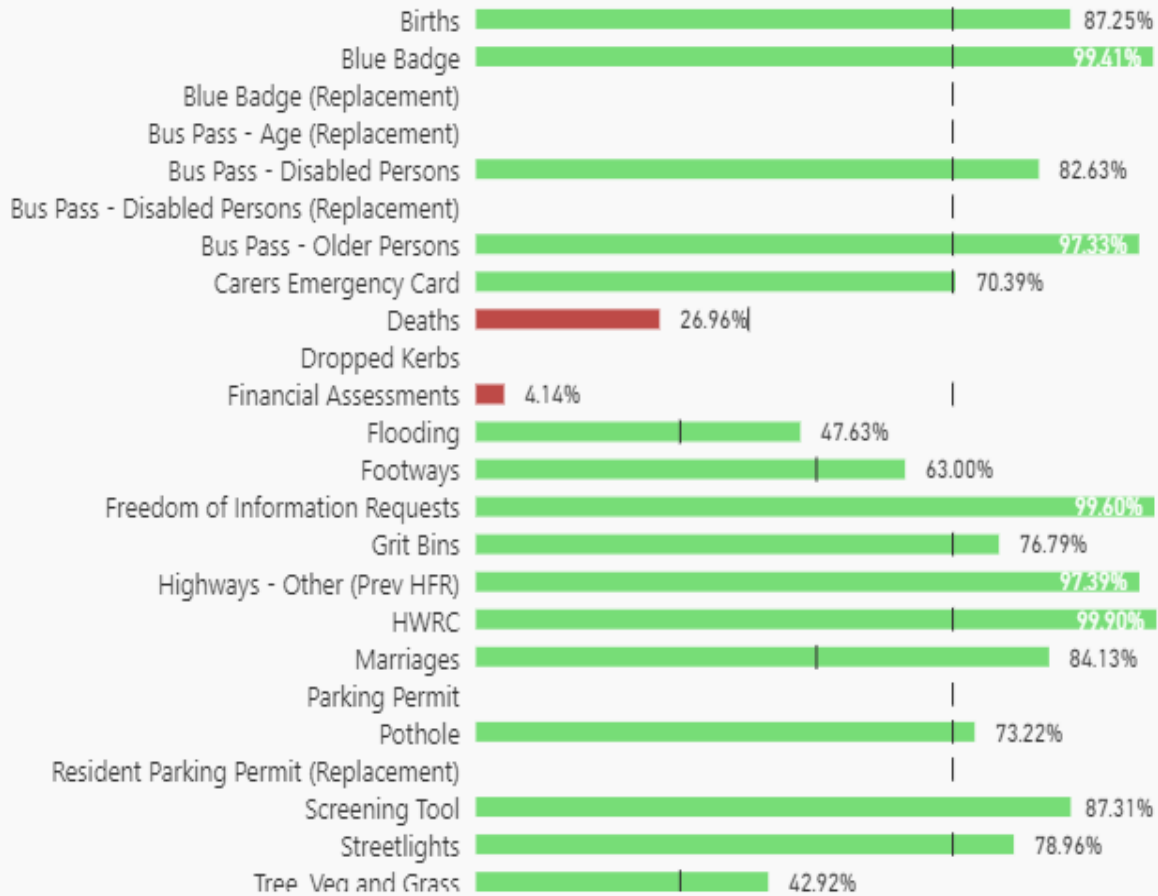
Customer Portal Usage Nov 2020 to Oct 2021

- ✓ 35,779 new account registrations in (31,547 in 2019-2020)
- ✓ On average, customers submitted 1.64 repeat service requests each (1.72 in 2019-2020)
- ✓ 72,196 digital service requests made (59,019 in 2019 -2020), 41,000 of these by registered users
- ✓ 11,927 new subscriptions to marketing emails which is 35% of all registrations
- ✓ Total 120,884 customer accounts by the end of October 21



Portal KPI summary

Monthly Performance



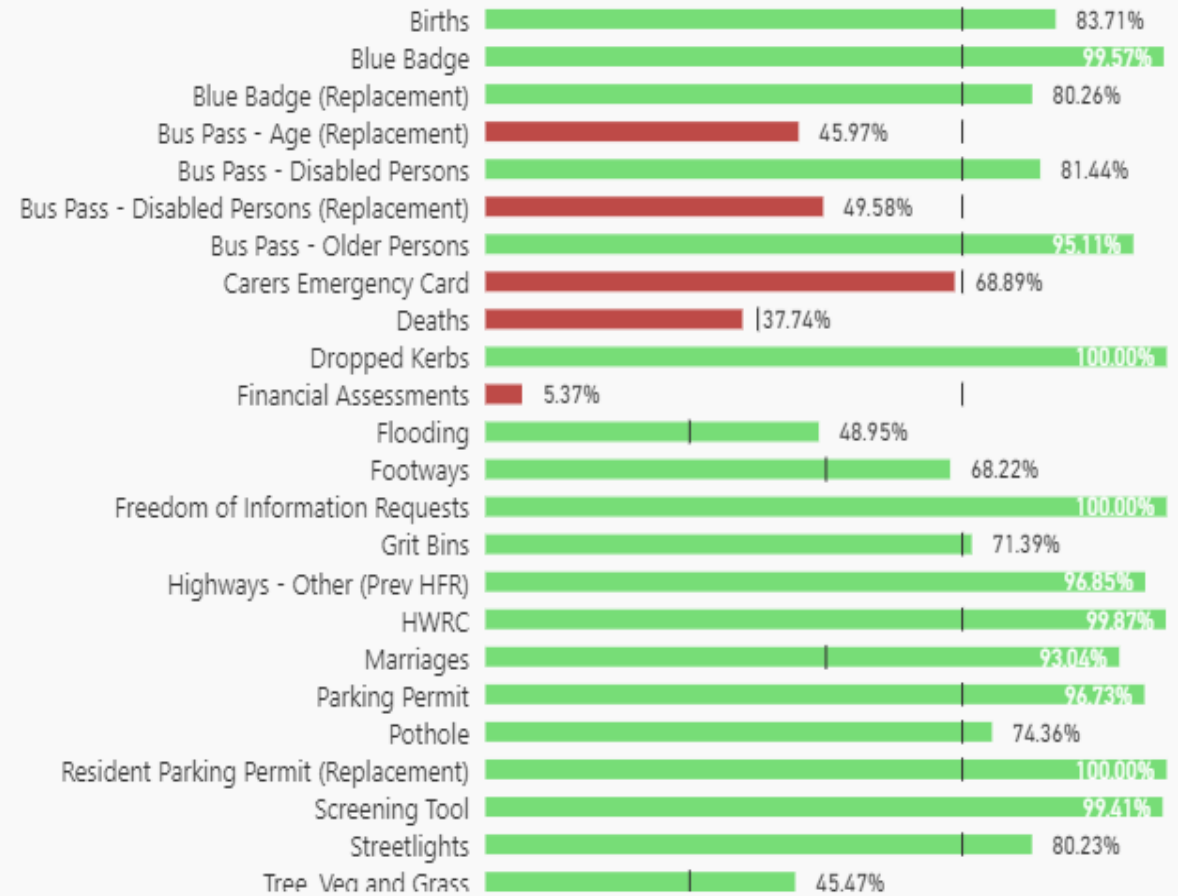
Monthly Performance

01/11/2019

31/10/2020



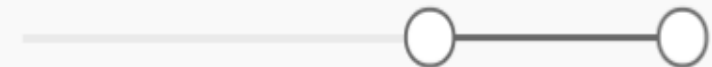
Month in Review



Month in Review

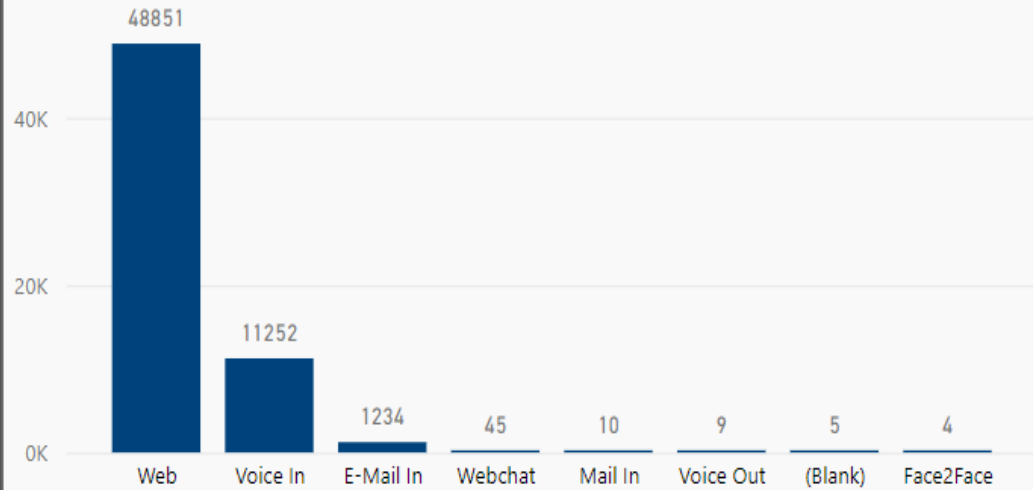
01/11/2020

31/10/2021



Digital Demand November 20-October 21

Total Requests by Channel



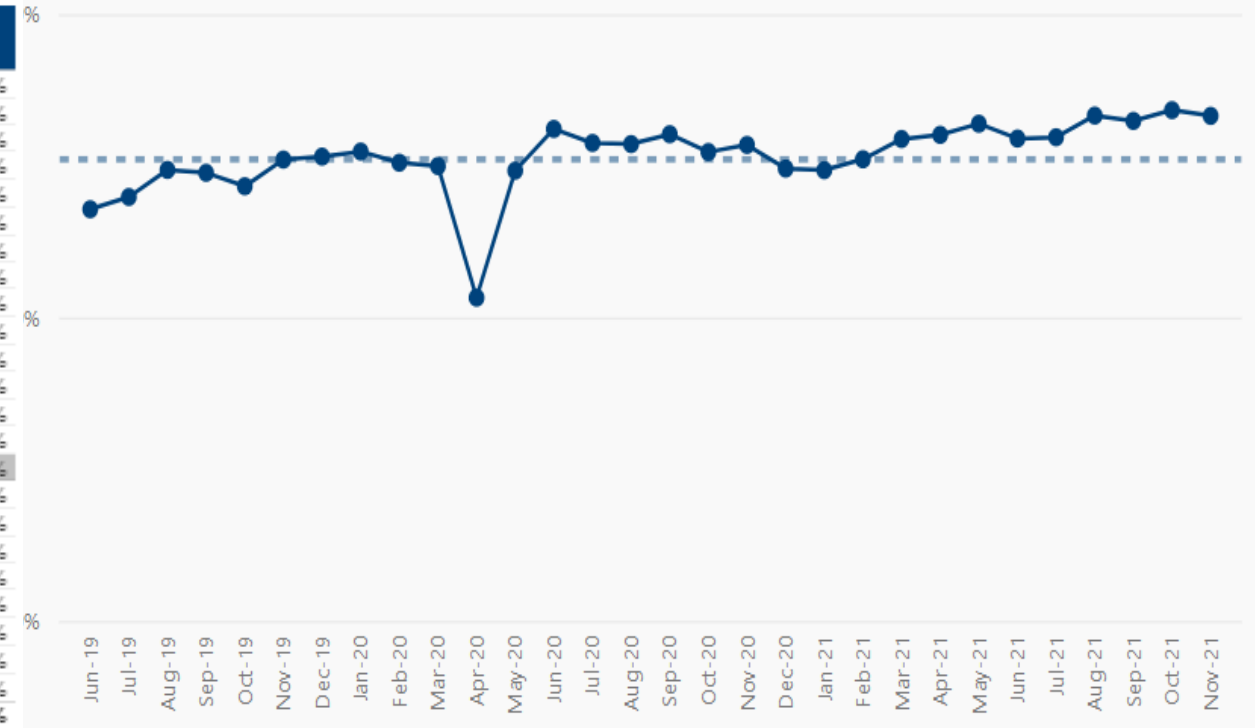
Information Request | **Service Request**

Select Date

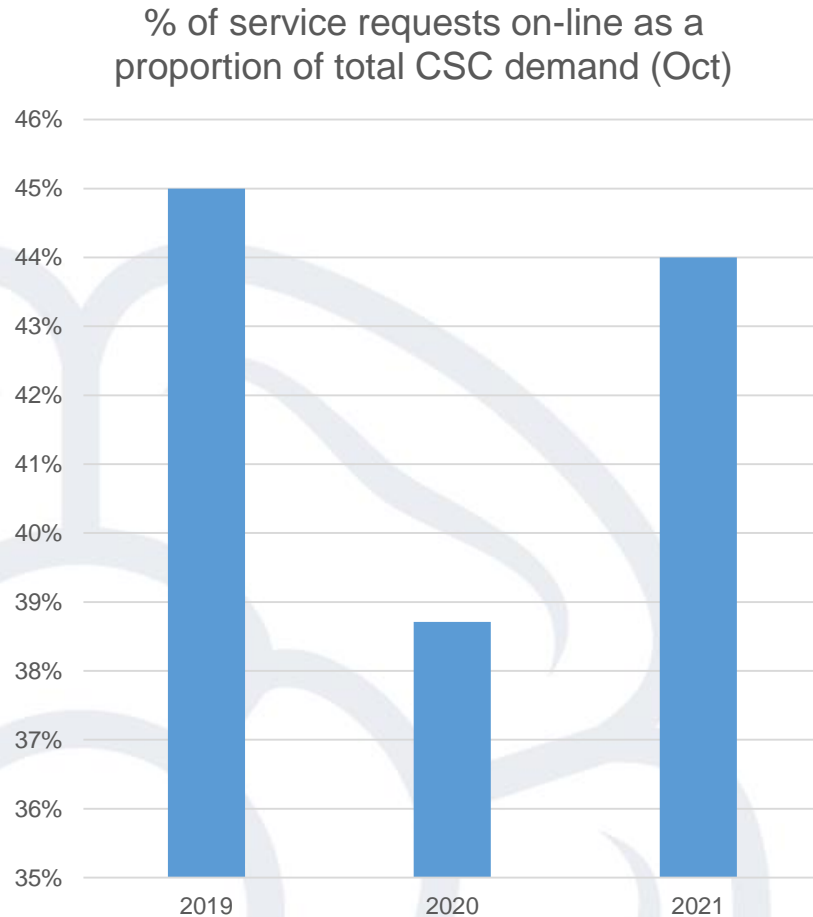
KPI Name

KPI Name	Web Requests	Non-Web Requests	Total Requests	Digital %
Blue Badge	9902	43	9945	99.57%
HWRC	9554	12	9566	99.87%
Births	4671	909	5580	83.71%
Bus Pass - Older Persons	4417	227	4644	95.11%
Pothole	2773	956	3729	74.36%
Streetlights	2686	662	3348	80.23%
Deaths	2394	3950	6344	37.74%
Highways - Other (Prev HFR)	2092	68	2160	96.85%
Flooding	1974	2059	4033	48.95%
Tree, Veg and Grass	1434	1720	3154	45.47%
Footways	1361	634	1995	68.22%
Bus Pass - Disabled Persons	1312	299	1611	81.44%
Carers Emergency Card	817	369	1186	68.89%
Grit Bins	706	283	989	71.39%
Screening Tool	672	4	676	99.41%
Marriages	548	41	589	93.04%
Parking Permit	474	16	490	96.73%
Financial Assessments	398	7008	7406	5.37%
Freedom of Information Requests	296	0	296	100.00%
Bus Pass - Age (Replacement)	194	230	424	45.75%
Blue Badge (Replacement)	61	15	76	80.26%
Bus Pass - Disabled Persons (Replacement)	59	62	121	48.76%
Resident Parking Permit (Replacement)	56	0	56	100.00%
Total	48851	12559	61410	79.55%

Overall Digital Trend



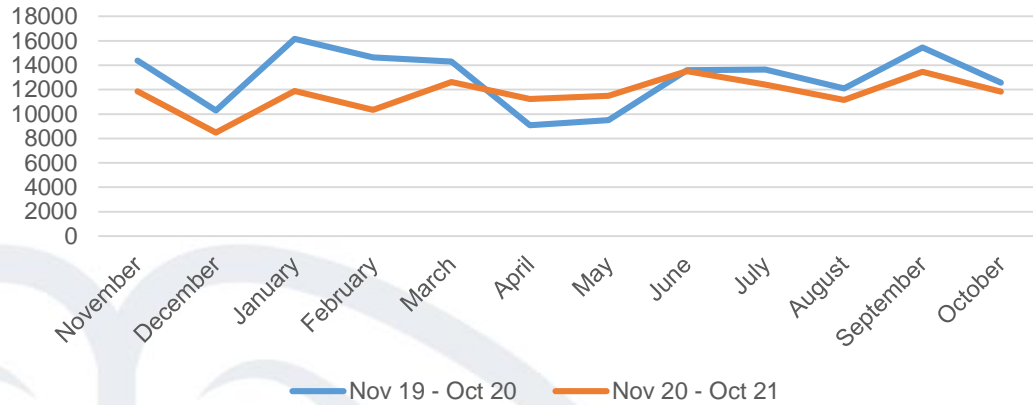
Impact of Covid on the % of service requests on-line



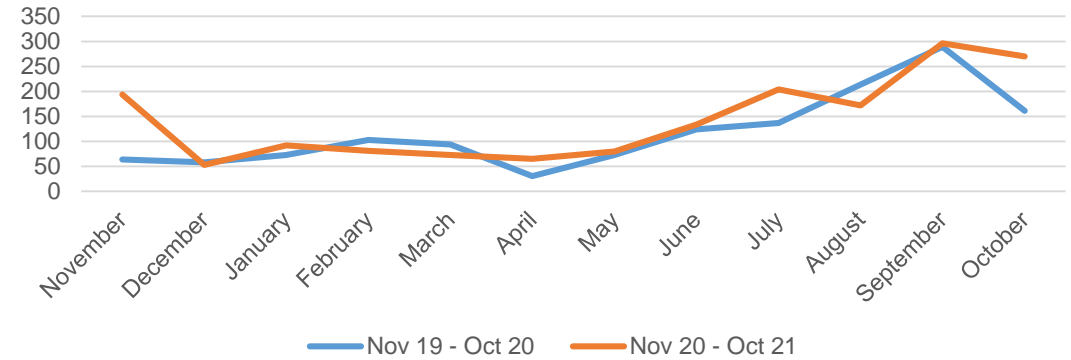
- High Volumes of Social Care Demand – few on-line services available
- Covid Services did not have on-line options
- Many services were adjusted during covid i.e. Birth registration, Death Registration and Ceremonies – Customers were calling for reassurance
- Numbers have not recovered fully as a result of the Continued high demand for Adult Social Care.

CSC - Frontline

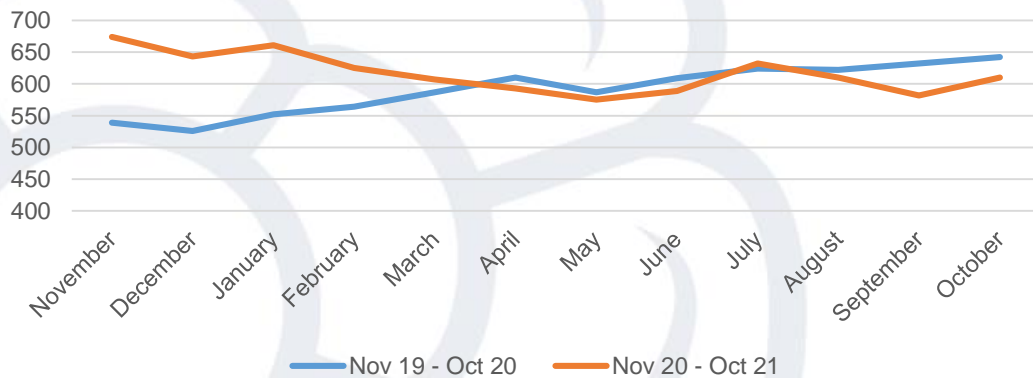
Frontline Calls Offered



Frontline Average Speed of Answer



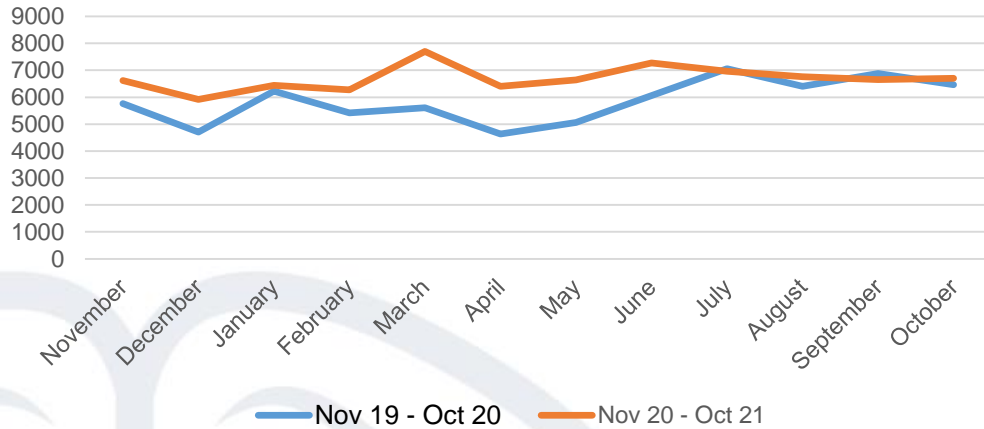
Frontline Average Handling Time



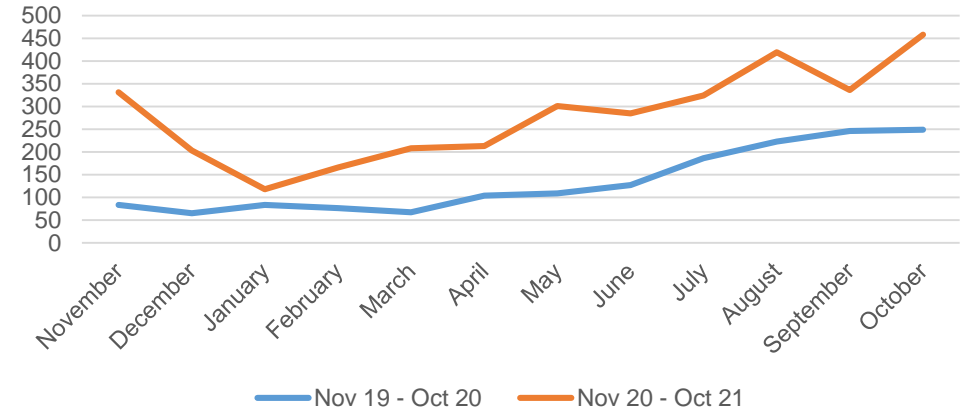
- October demand was 6% down on previous year and 12% down from September
- The average handling time was 5% down on previous year although increased from last month. New team members have joined and are reducing their time nearer to target
- The average speed of answer has continued to recover and improved against last month

CSC - Social Care

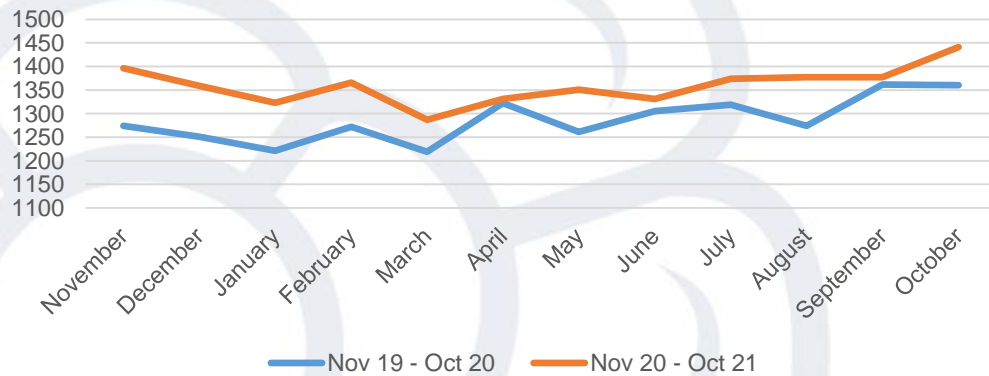
Social Care Calls Offered



Social Care Average Speed of Answer



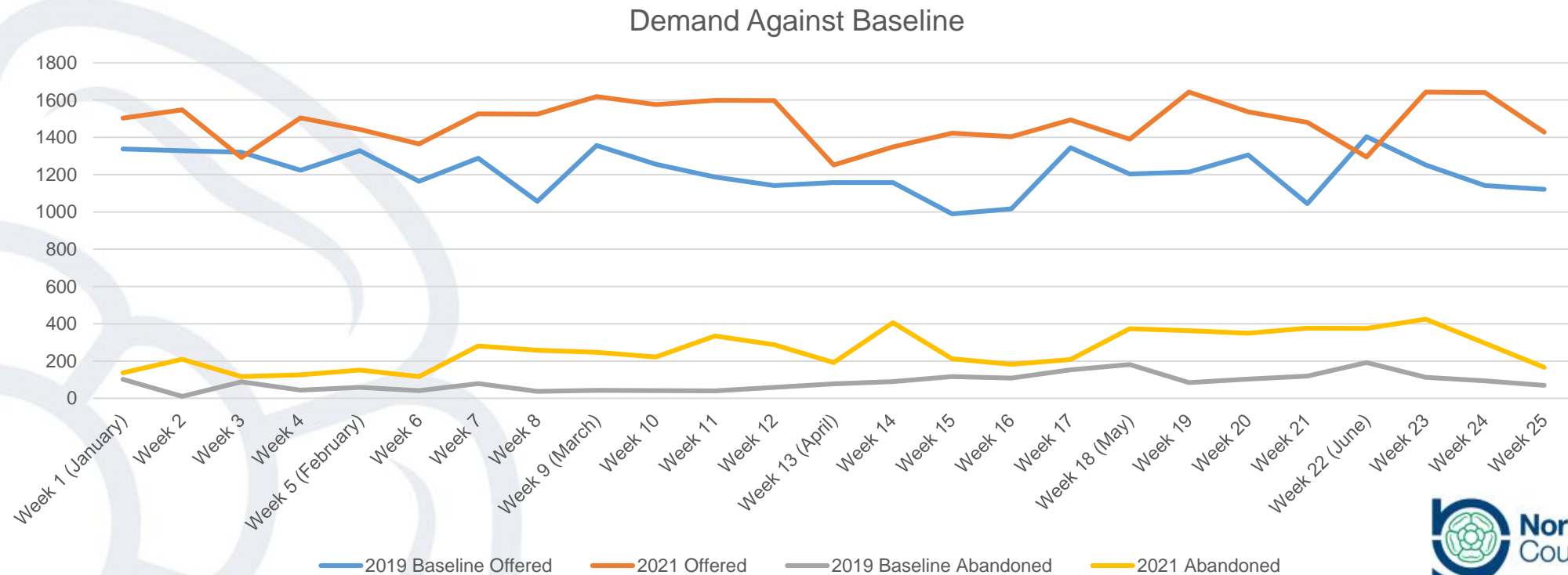
Social Care Average Handling Time



- October demand was 3% up on last year over the phone.
- An increase demand on the e-mail channel from professionals has resulted in more capacity being directed to off phone tasks which has shown a reduced performance overall on phones.
- Average speed of answer has continued to increase and this is also reflected in a continued increase in average handle time both measures are at the highest point in rolling year

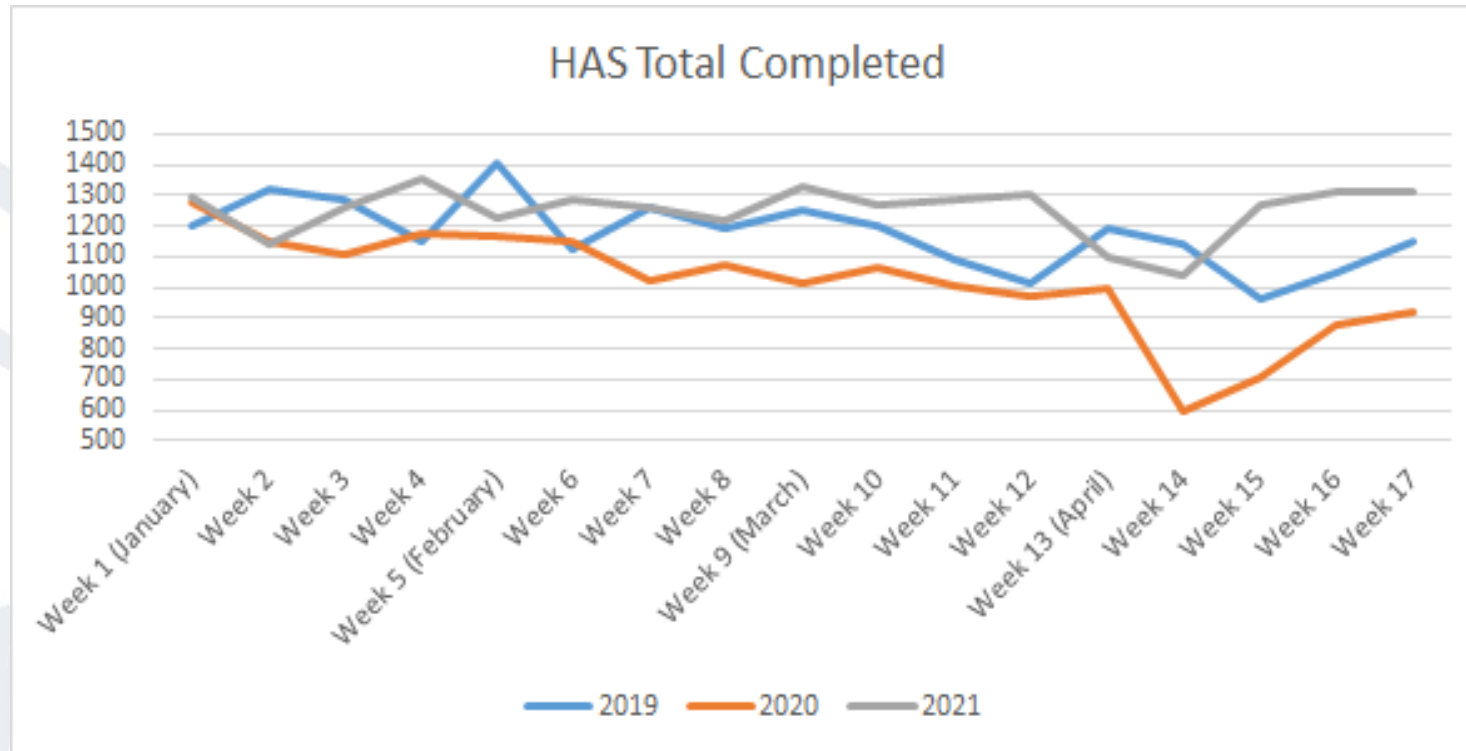
Social Care Demand

- CSC has processed 7% more work with same FTE for the same period in 2019
- HAS Demand has increase by 22%
- Abandonment rate has risen by 10% - Now 17.5%
- Some Customers are waiting as long as 15 Min to get through
- Corporate Citizen SLA is 1min 30 sec to answer and 5% abandonment



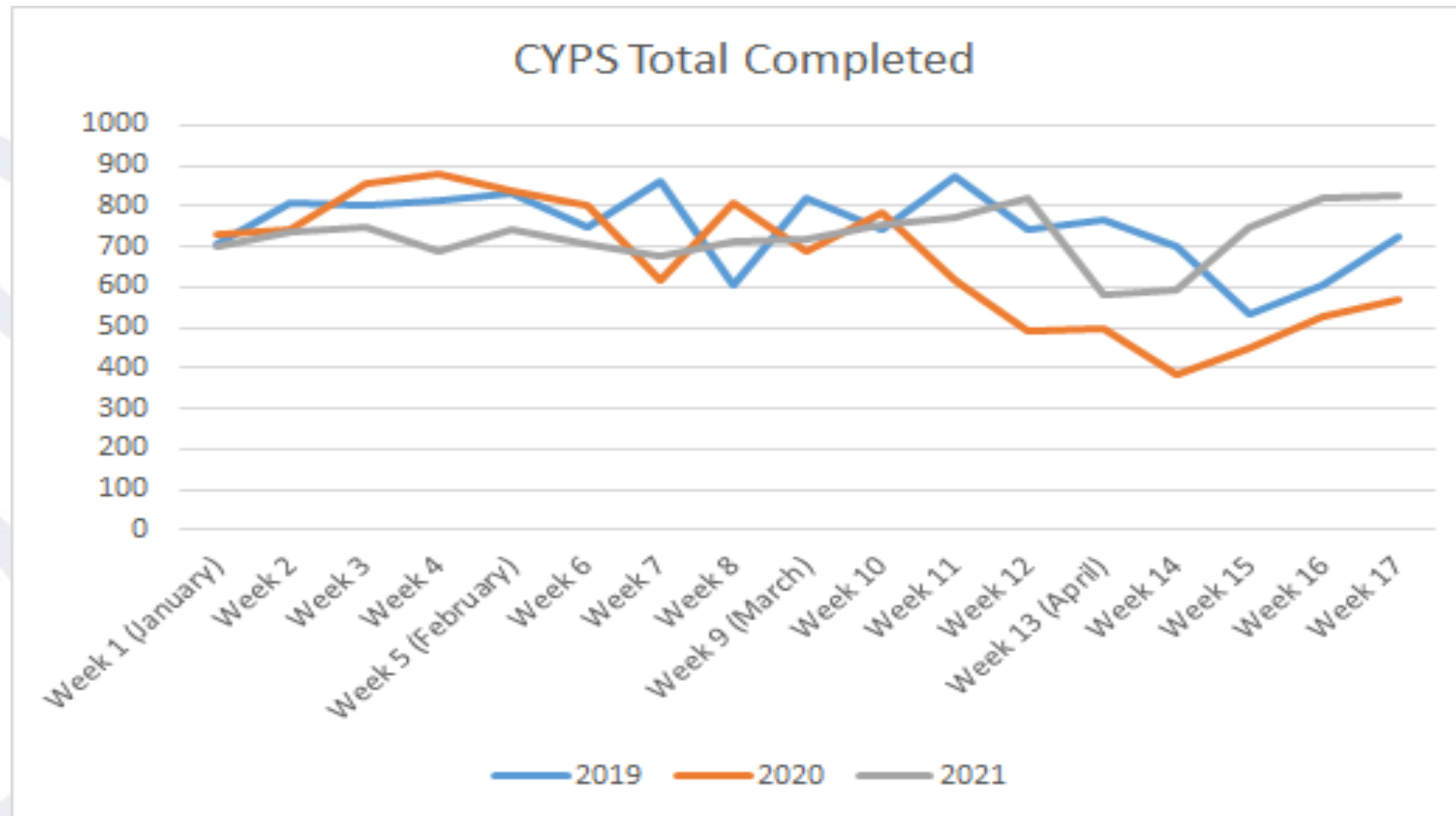
Complete HAS Demand

HAS demand has increased by 6% contacts per week compared to the corresponding weeks in 2019 and a 23% increase compared to 2020 (April 2020 reduction was a result of initial lockdown for Covid19)



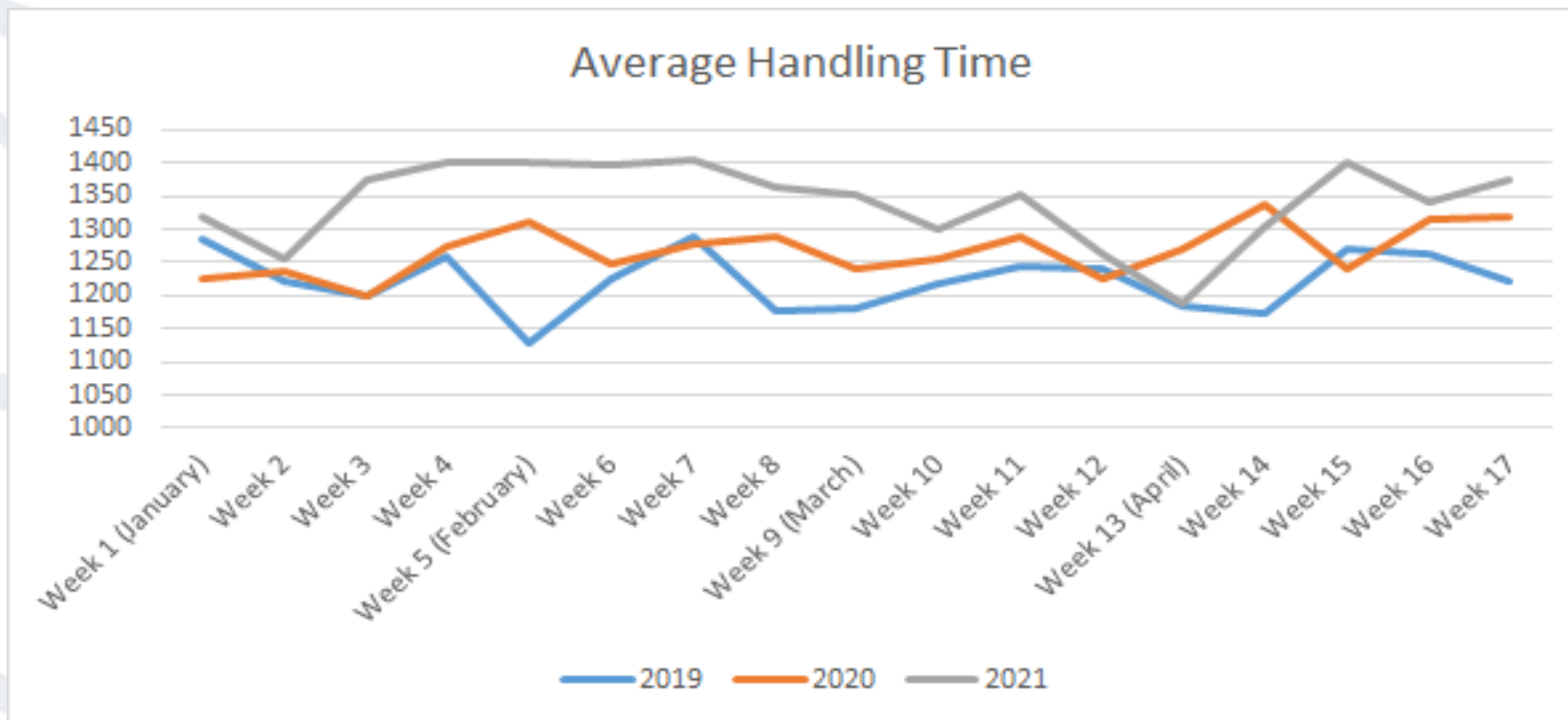
Complete CYPS Data

CYPS demand has reduced by 3% contacts per week compared to the corresponding weeks in 2019 and a 9% increase compared to 2020 (April 2020 reduction was a result of initial lockdown for Covid19)



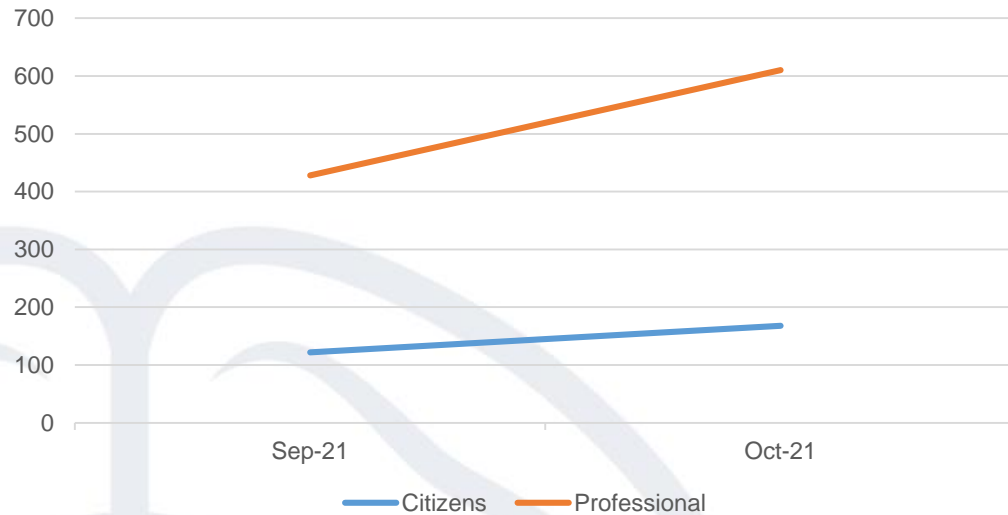
Social Care Average Handling Time (AHT)

The AHT for Social Care calls has been significantly higher in 2021 compared to previous years. Factors are varied and range from complexity based on changing population needs, changing guidelines, additional information being required to be captured, behaviour changes due to working from home and remote peer reviews being required. AHT has increased by 10% compared to 2019 and by 6% compared to 2020



CSC – Citizen and Professional Queues

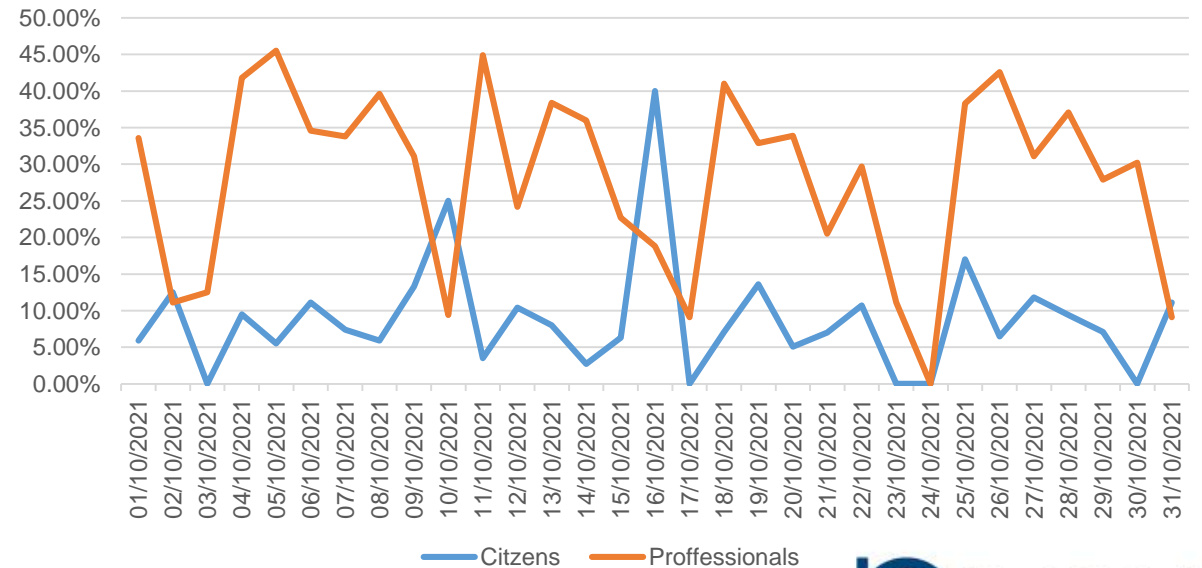
Average Speed of Answer



- October was the second full month of the citizen and professional social care queues.
- The average speed of answer on the citizen queue in October was 168 seconds and 610 seconds for professionals.

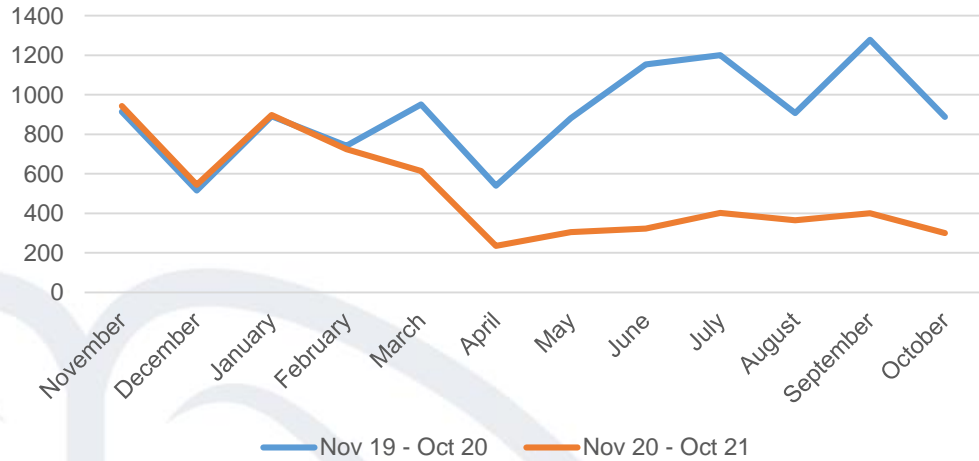
The abandon rate on the citizen line was 8.6% and 33.9% for Professionals for October compared with 7.9% and 24.3% for September.

Abandon Rate October

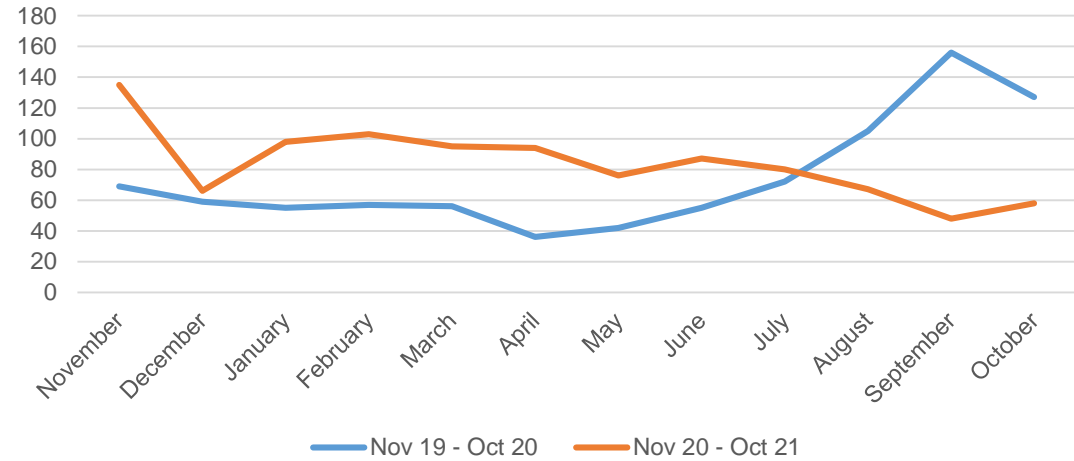


CSC – Web Chat

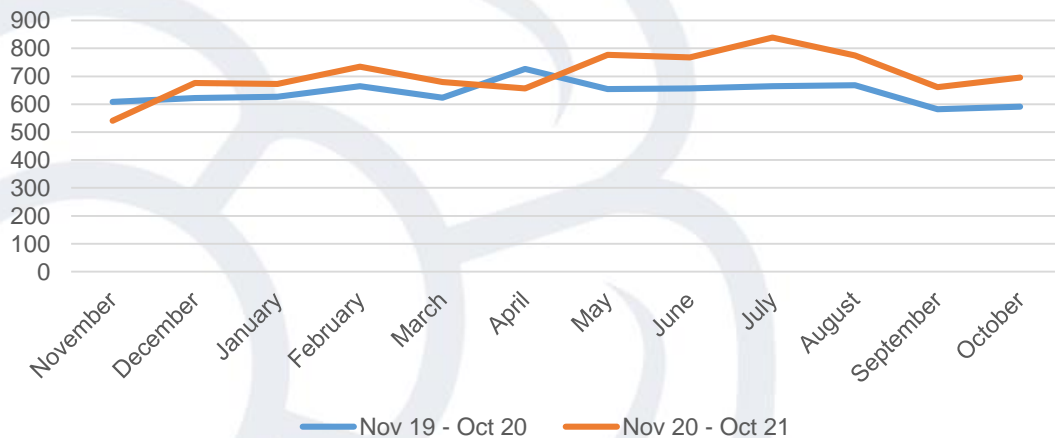
Web Chats Offered



Web Chat Average Speed of Answer



Web Chat Average Handling Time



Web Chat continues to not be visible on the contact us page which is reducing the number of Web Chats we are receiving

Improving customer experience

Including accessibility

Accessibility update

- Each services should have 2 or more access channels – telephone is not always the best channel
- Customer Service centre becomes the accessibility co-ordination hub
- If a customer has a need for a specific access channel the customer should be able to stay on that access channel even into the back office – this is the risk at the moment.

Need to consider the access channels available to support customers in other teams.

Initial Changes Made On-line to Improve Accessibility



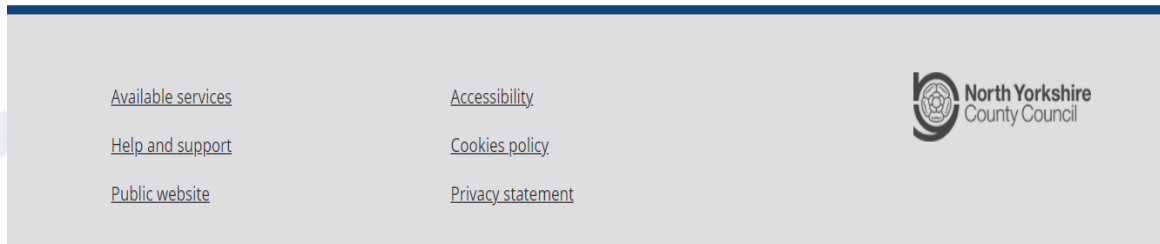
Before you start

Use this service to submit your enquiry.

It should only take a few minutes to complete this form.

By using this form you agree to our [legal terms](#). For more information on how we use your information you can [view our privacy notices](#).

[Continue](#)



Easy to locate on the website

- **Customers can request additional support to access services**



Sitemorse reports – page overview

Current overall score

6

[Accessibility >](#)

12/9/2019 report



22/9/2020 report



12/8/2021 report

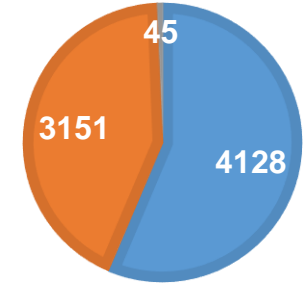


- Compliance at AAA standard has significantly increased from 56% to 99% of pages which is particularly difficult to achieve.
- Compliance at AA standard has increased slightly from 89% to 91% of pages.
- Overall accessibility score of 6/10 has been maintained.
- The score does not reflect our legal requirement – a significant number of A standard errors are caused by PDF content that is exempt which an automated checker cannot measure

PDF removal work

Around 3100 PDFs remain causing errors (down 750 on 2020) 43% of our site.

■ HTML pages ■ PDFs ■ other



Type	Approx Number (%)	Status
General	1,000 (32%)	All either: <ul style="list-style-type: none">• Still chasing feedback from service• Comms working through transferring to content• Removed since scan Accessibility statement will be updated on 23 Sep with latest position, with more time to complete if needed.
Minerals planning evidence database	1,000 (32%)	Legally required, accessible versions will replace these when plan next updated but most exempt due to age.
Legal notices	500 (16%)	Legally required, cannot remove or make accessible.
HAS provider bulletin	250 (8%)	Awaiting outcome of T&C analysis on potential separate site/portal. Not aimed at public.
Consultations	250 (8%)	Currently removing older than 12 months, remaining ones included in accessibility statement, alternative format on request.
Covid related	100 (4%)	Temporarily allowed due to urgency, to remove
Jobs & Careers	100 (4%)	Flagging with recruitment team for review

CSC Live Services Nov 2020 – Oct 2021

Blue Badge Hidden Disabilities

Problem

Customers applying under the wrong criteria were being refused and having to re-apply under the correct criteria – poor, time consuming experience.

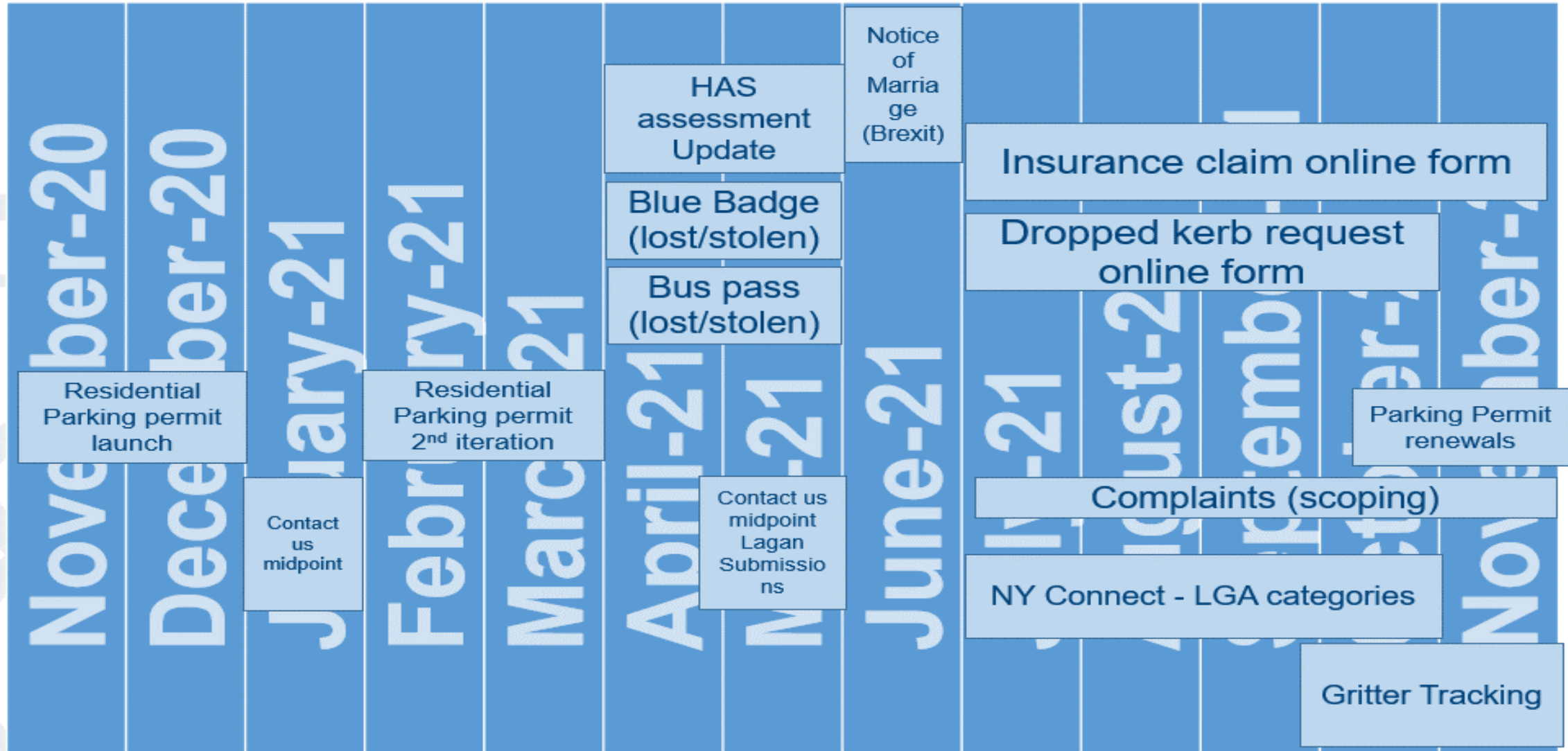
Improvements Completed

- If a customer now applies under Hidden Disability incorrectly, the advisor can put the application through if its clear there is evidence to show that customer is eligible under 'Walking'
- So far this has prevented 51 customers having to reapply and has also saved these applications having to be dealt with twice – savings so far over 4.5 months - circa £349
- As well as savings this has provided a much improved customer journey and will reduce complaints to NYCC and MP letters from those who have been told they are not eligible

Month	Apps received	Rejected	Accepted	Wrong category discretionary approvals	Total approved	% Approved	% increase
Jun-21	131	21	50	7	57	44%	6%
Jul-21	131	35	39	15	54	41%	11%
Aug-21	103	16	38	8	46	45%	7%
Sept -21	89	23	19	7	26	29%	8%
Oct -21	75	14	20	7	27	36%	9%

New Services Launched – Providing alternative access channels for customers

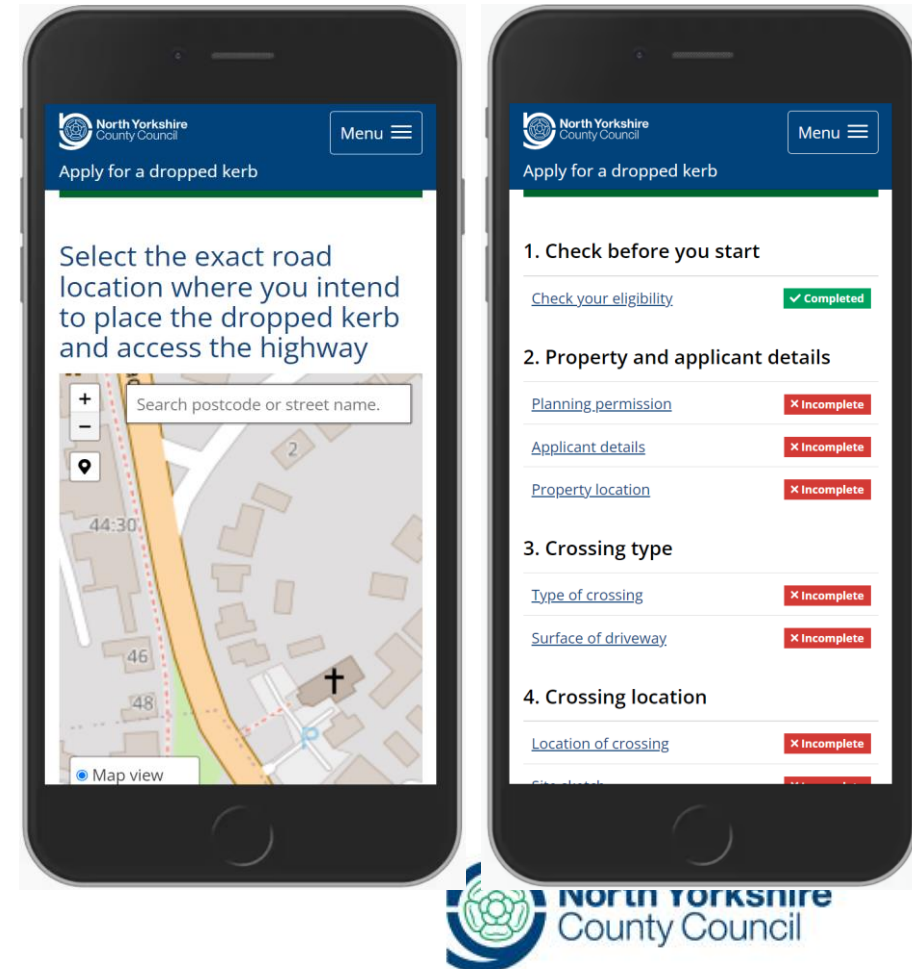
Year at a glance – Customer Portal



CSC Live Services October 2021

Dropped Kerbs

- 15th October – new online application
- 41 online requests have been made since go live 100% online
- Paper exception route is currently a temporary one – a long term solution is being worked on to align with our Accessibility policy and can be reused with other services.
- Estimated savings for this service moving fully online (with an expected low number of paper exceptions) across the CSC and highways service areas are £13,707 – with further possible savings predicted by reduced calls into the CSC.



CSC New services 2021

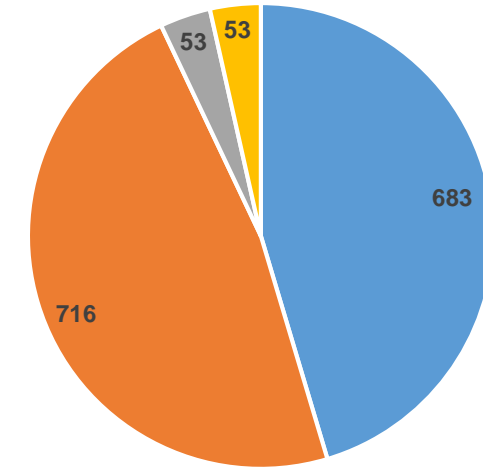
Launch of CSC handling inbound calls for Credit Control

- In October we moved Credit Control calls into the Customer Service Centre to support the Credit Control Team focus efforts on collecting debit.
- This move has seen over 45% of customers currently calling the credit control number making payment via the automated telephone payment system
- 30% of 716 are queries on invoices which the CSC can triage back to the service area that raised the invoice for review
- The remaining are 494 customer calls which need support to make a payment – These calls are currently still going to Credit Control.

- **Next steps**

- CSC to...
- Start taking payments
- Post out direct debit mandates
- Leaving only 53 of the previous contacts – those customer needing support with financial difficulties going to the credit control team

Credit Control 8 Oct to 12 Nov 2021



- Automated Payment
- Phone Payment
- Setup Direct Debit
- Financial Difficulties



Household Support Fund

Rapid Solution Design

High Level Customer Journey: Digital

Below is the flow of how we will facilitate the digital direct award claim process. To the right are examples of the online form that we are building to support this process

Before you start

The Household Support Fund (HSF) is designed to help people afford basic essentials over winter. It's available to assist households, through small grants, helping them with things such as food, clothing and utilities.

You can use this form to request your voucher or request a replacement letter if you've lost it.

Only those who have been contacted by letter are eligible for a voucher.

Before you complete this form, please make sure you have:

- the letter that states you are eligible for a voucher;
- details of the person the letter is addressed to, including their name and address.

Further information about household support fund is available on our website.

By using this form you agree to our legal terms. For more information, please see our privacy notices.

Continue

Do you have the letter which states you are eligible for a voucher?

Yes

No, I've lost it

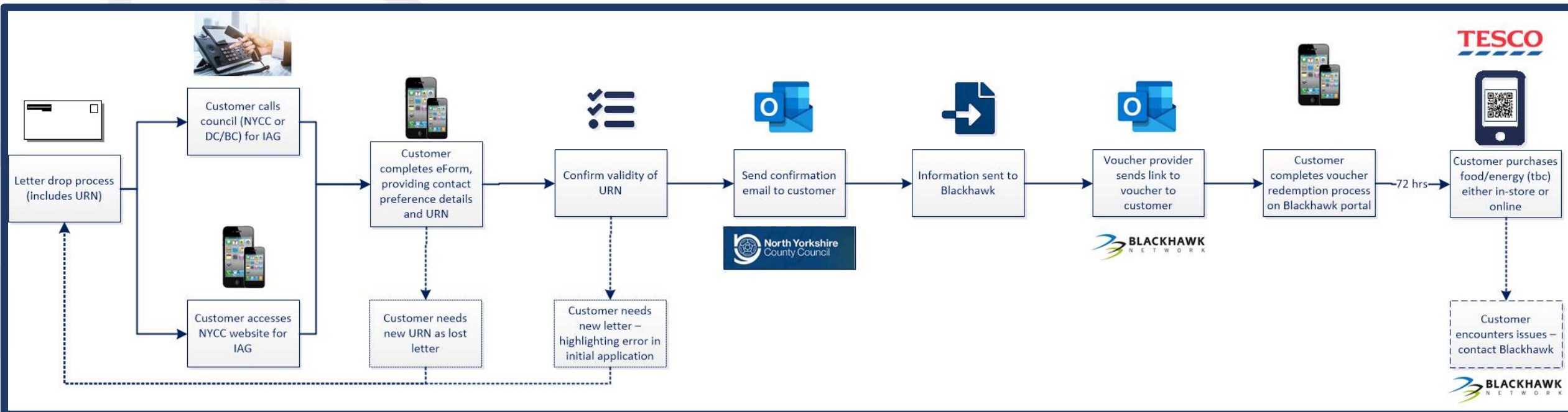
No, I've not received a letter

Enter the unique reference number

It's printed on your Household Support Fund letter

Where do I find this?

Continue Back



Rapid Solution Design

High Level Customer Journey: Non-digital

The non-digital route will be for processing claims where the recipient is unable to complete the online journey themselves. Therefore, this form will be provided the CRC and partners to complete on the claimant's behalf.

The form differs from the point of view that the claimant explains which vouchers they'd like to receive.

North Yorkshire County Council Household Support Fund

Before you start

The Household Support Fund (HSF) is designed to help people afford basic essentials over winter. It's available to assist households, through small grants, helping them with things such as food, clothing and utilities. You can use this form to request your voucher or request a replacement letter if you've lost it.

Only those who have been contacted by letter are eligible for vouchers.

Before you complete this form, please make sure you have to hand:

- the letter that states you are eligible for a voucher; and
- details of the person the letter is addressed to, including email address or mobile telephone number.

[Further information about household support fund is available on our website](#)

By using this form you agree to our [legal terms](#). For more information on how we use your information you can [view our privacy notices](#).

Continue

Are you eligible for a voucher?

Yes

No, I've lost it

No, I've not received a letter

Which supermarket do you like to redeem your voucher? (It only be accepted by your chosen supermarket.)

Asda

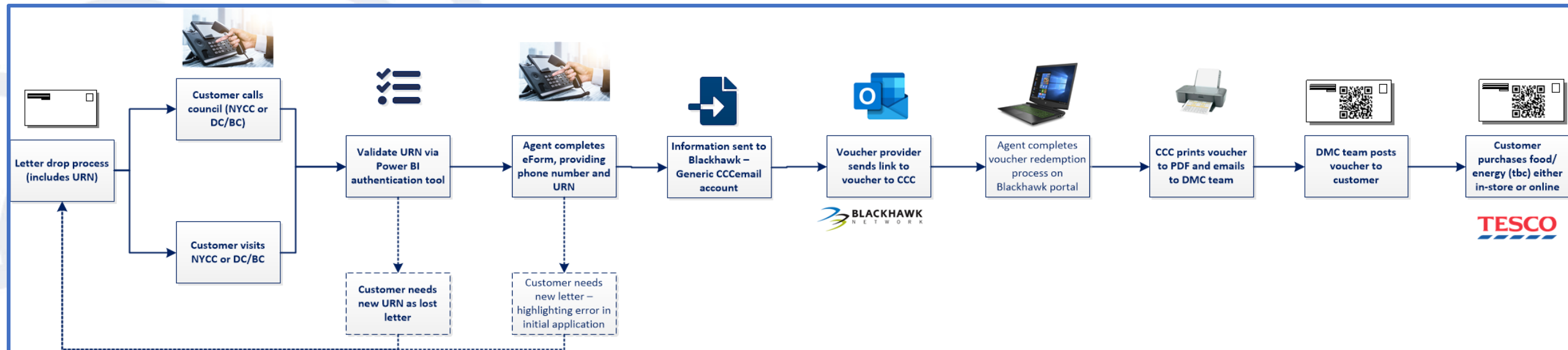
Morrisons

Sainsbury's

Aldi

Marks & Spencer (M&S)

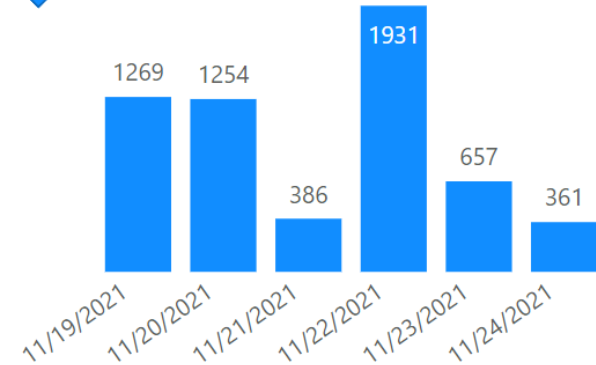
Waitrose



8372

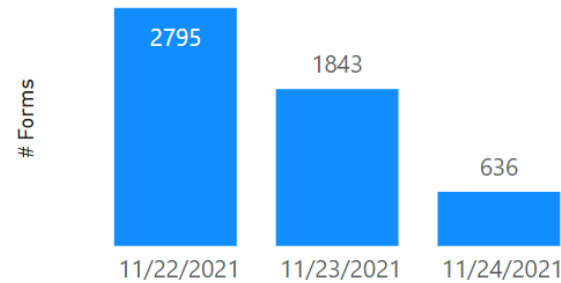
Eligible Households

All of these households were sent a letter which encouraged them to confirm their eligibility via an online form. The chart below shows the # of submits per day

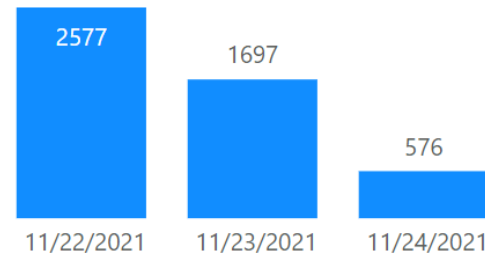


Successful Form Submissions

Where the form was submitted successfully, we responded per below by email

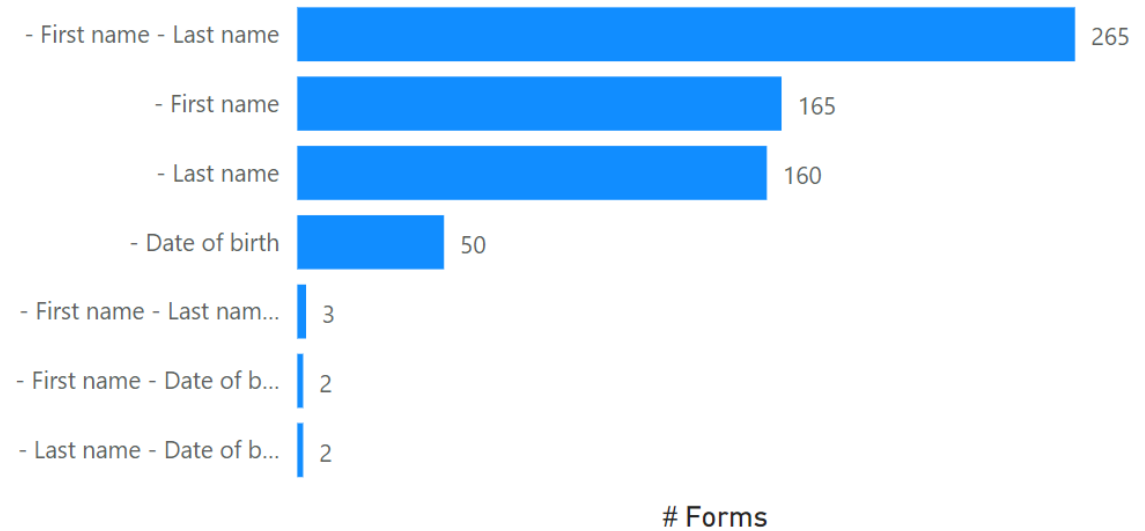


We've confirmed by SMS for those who have asked for it; below is the number of SMS



Triage & Complex Claims

Where forms were submitted and there has been an issue in the information captured, that information is below. We have a process to contact these again and resolve the issues.



70.8%

HSF Uptake Overall

98.5%

% Digital Uptake

5,927

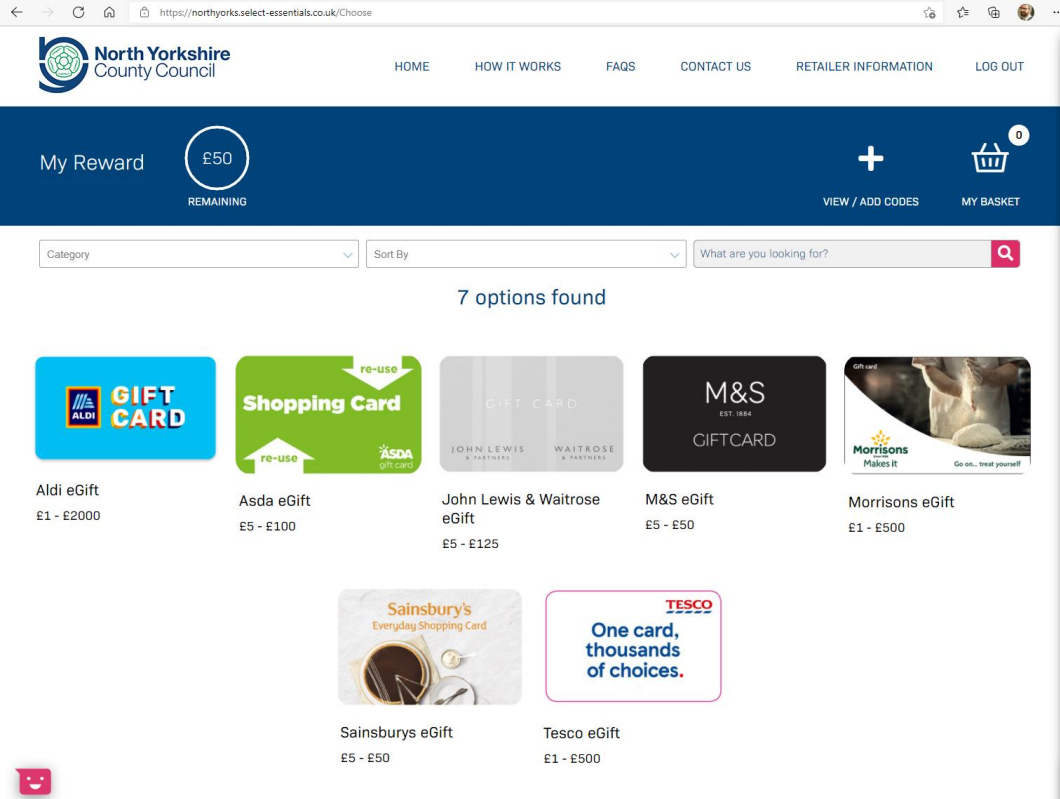
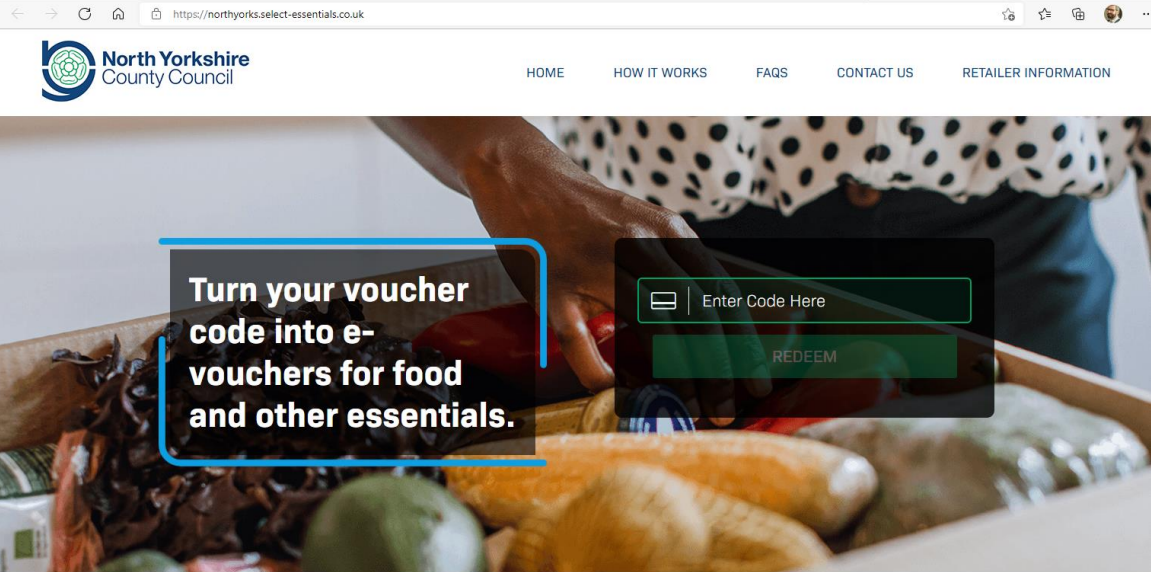
Total # Forms

91

non-digital

Rapid Solution Design Voucher Provider

Process for voucher provider
Landing page on the left, voucher selection below



How it works

More than one Select Code to redeem? No problem, just add your codes one at a time, then you'll be able to spend them together.

Help us improve by sharing your feedback. (Please use the contact us page for any enquiries)



Continuing to support the COVID response

Care Home Support

The customer service team have continued to make weekly calls to all care home and Domiciliary Care Provider in North Yorkshire to ensure they have everything they need.

Working with the HAS commissioning team we have been able to flag any concerns and offer support where required

In the last 12 months the CSC has completed 36,689 care calls to Care homes



CSC continuing support service 2021

Community Support line a year in review

CSC has handled 2579 inbound calls via the community support line from 1 November 2020 to 31 October 2021.

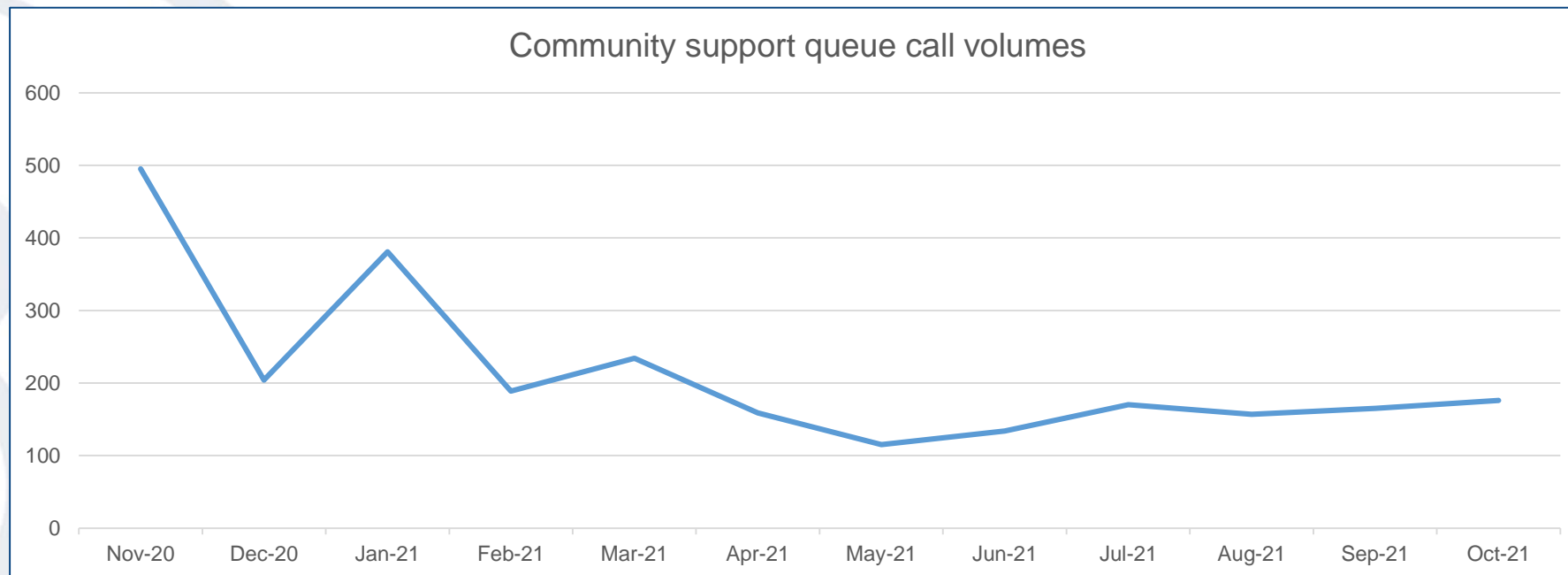
Top demands for the year...

184 food shopping

129 prescription collections

22 covid-19 support grant

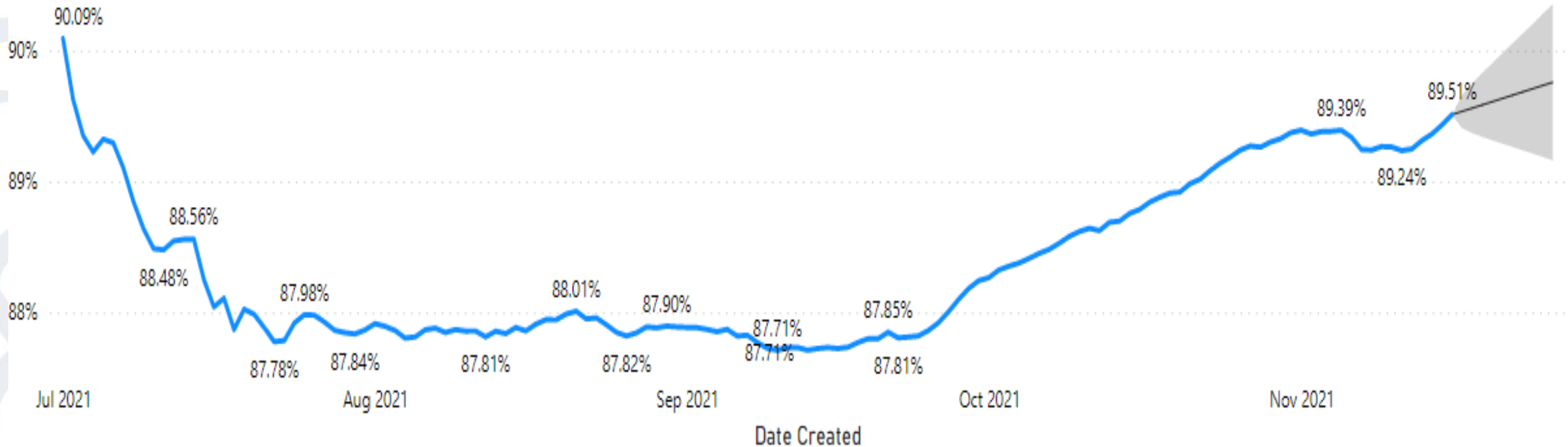
19 priority shopping slots



Contact Tracing

The CSC has made over 10,000 contact tracing calls over the year.

% Cumulative successful cases (All cases, North Yorkshire)



Outbound Postal Mail.

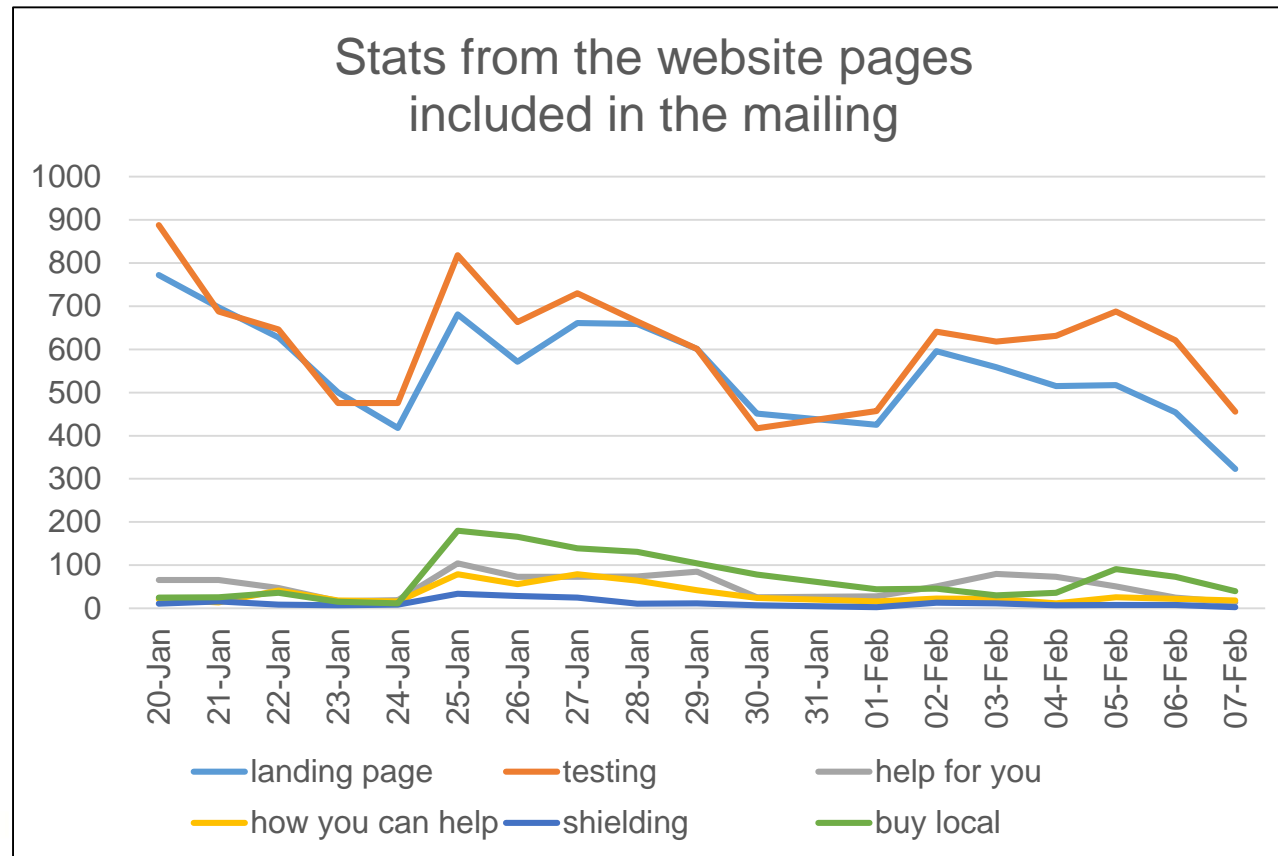
Lockdown 3 Covid-19 guidance email / mailing impact

Did activity on the website alter when the postal mailing went out?

On 25 Jan there was an increase in viewings on the pages that were mentioned in the postal mailing. It is highly likely to be as a result of the mailing landing on doorsteps.

The mailing relies on the post person delivering the mailing which is likely to be along with any other mail shots they have.

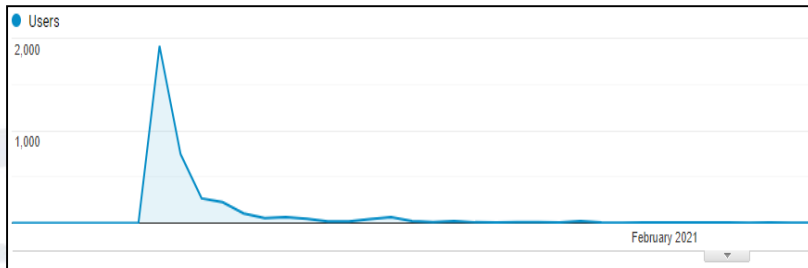
Anecdotal evidence that the mailing wasn't received when asking family, friends and colleagues



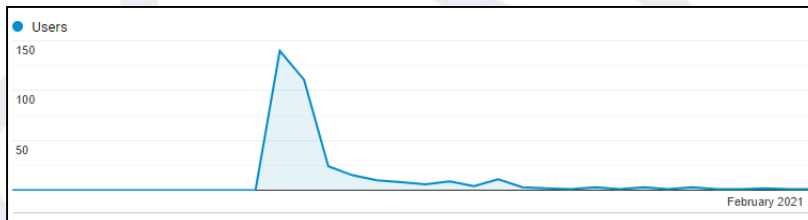
Outbound E-Mail Campaign – Impact on the Website

Lockdown 3 Covid-19 guidance email / mailing impact

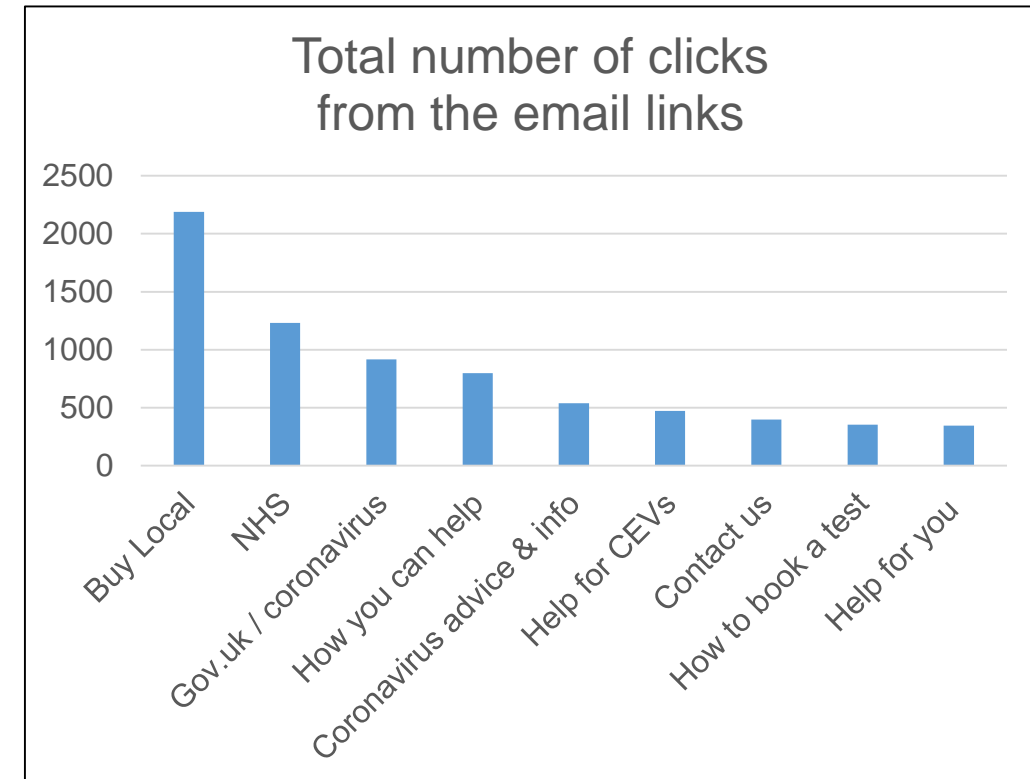
Did customers use the links to the website from the email?



8 Jan spike



12 Jan spike



On 8 Jan customers went on to visit...

44 visits went to <https://www.northyorks.gov.uk/contact-us>

27 visits to <https://www.northyorks.gov.uk/my-account>

11 visits to <https://www.northyorks.gov.uk/get-touch>



Innovation & Transformation Awards **2021**

WINNER

www.theforum.social



Questions

Robert Ling

Assistant Director Technology and Change

North Yorkshire County Council
County Hall
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