Digital Health Check Report:

Caerphilly Town Council

Recommendations for Improved Digital Operations

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# Introduction

The purpose of this report is to provide recommendations for Caerphilly Town Council based on the findings of their Digital Health Check Self-Assessment. The goal is to enhance the council's digital operations, increase efficiency, and ensure compliance with relevant legislation. Each recommendation is aligned with a specific section of the assessment to provide targeted improvements.

# Website

## Assessment Summary

The council's website is managed by United Graphic Design. Content updates are handled by the Town Clerk.

The website includes essential information compliant with Section 55 of the Local Government (Democracy) (Wales) Act 2013.

However, the website is not fully bilingual.

## Recommendations

* Utilising a .gov.wales domain would be recommended; this will promote better credibility as a website and create stronger trust with website users.
* Consideration should be given to ensuring all content is available in both Welsh and English.

# Multi-Location Meetings

## Assessment Summary

The council supports multi-location meetings using Zoom and has invested in AV equipment. However, issues with acoustics and attendee discipline have been noted.

## Recommendations

* Establishing basic rules for meeting attendees could help with more than one person speaking at a time.

# Other Digital Engagement

## Assessment Summary

The council has no social media presence

## Recommendations

Consider using social media to engage with different demographics. Different demographic groups are more likely to use different platforms:

* Facebook: Popular among older adults, primarily aged 30 and above, who use it for staying in touch with family and community events.
* Instagram: Favoured by younger adults and teenagers, particularly those aged 18-29, for sharing visual content and engaging with influencers.
* Twitter (X): Used by a diverse demographic, but most popular among users aged 18-49, for real-time updates and interactions.
* LinkedIn: Primarily used by professionals, aged 25-49, for networking and career-related content.
* TikTok: Highly popular with teenagers and young adults, aged 13-24, for short-form video content.

# Digital Communication and Collaboration

## Assessment Summary

Not all council staff and councillors are provided with email accounts.

The council does not use a collaborative online platform such as Microsoft 365 or Google Workplace It also does not report using cloud storage solutions like One Drive, SharePoint, or Dropbox.

## Recommendations

* Provide Emails to Staff and Councillors: Ensure all staff and councillors are provided with and encouraged to use email addresses associated with the council's domain name.
* Promote the use of online collaboration tools to save staff effort, facilitate document sharing, and enhance remote accessibility.
* Utilize Cloud Storage: Maximize the use of cloud storage for backup, easy access from different locations, and efficient sharing of documents.
* Multi-Channel Consultation: Utilize both physical and online channels for community consultations to ensure wide-reaching and inclusive participation.

# Digital Services and Operations

## Assessment Summary

The council has a policy for file backup, retention of documents and secure disposal of files.

However, it does not use online cloud storage or any digital systems for its accounting.

## Recommendations

* Invest in tailored online accounting packages for local councils for better financial management.

# Technology

## Assessment Summary

The council provides necessary equipment for staff.

Network coverage is rated high, and there is Wi-Fi in council buildings.

## Recommendations

Consider Leasing Equipment: Explore leasing options for equipment to ensure regular upgrades and cost-effectiveness. Refurbished devices can also be a suitable, budget-friendly option.

# People-Centric Digitalisation

## Assessment Summary

Staff and councillor confidence in digital working is rated as moderate.

The council does not provide digital training.

## Recommendations

* Offer digital training for councillors to enhance their confidence and competency in using digital tools.
* Digital training is available via One Voice Wales

# Conclusion

Overall, Caerphilly Town Council demonstrates moderate standard of digital maturity and ensures compliance with minimum expectations as set out by legislation.

Below are our recommendations for improvement:

1. A “*.llyw.cymru or a .gov.wales”* domain name would ensure better credibility for the website and create better trust with the public.

Please see the below guidance on how to register for a *gov.wales* domain:

[Policy for registering and running .llyw.cymru and .gov.wales domains [HTML] | GOV.WALES](https://www.gov.wales/policy-registering-and-running-llywcymru-and-govwales-domains-html)

1. Multi location meetings are affected by acoustic and behavioural issues.

One Voice Wales has guidance on multi-location meetings which will be provided to your council.

1. There is no presence on social media, some tips have been given above, which may be useful.
2. The use of a collaborative work suite such as Microsoft 365 or Google Workspace could be significantly beneficial, increasing efficiency, and ensuring secure sharing of documents. It can be implemented at a relatively low price (in the region of £5 per user per month).

Both packages offer online meeting solutions which, by cancelling the existing membership with Zoom could offset a portion of the cost.

One Voice Wales plans to introduce training in this respect via its Digital Community of Practice

1. Ensure all staff and councillors are provided with and encouraged to use email addresses associated with the council's domain name.

Councillors are not currently provided with official email addresses and are therefore using personal email accounts for council business. This can imply risks should there be a breach of confidentiality or a freedom of information request arise.