Digital Health Check Report:

Llandough Community Council

Recommendations for Improved Digital Operations

# Introduction

The purpose of this report is to provide recommendations for Llandough Community 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 Vision ICT. Content updates are handled by the Clerk.

The website includes information such as contact details for councillors, financial and audit returns, agendas and minutes for council meetings, and budgets and returns; in line with the requirements of s55 of the Local Government (Democracy) (Wales) Act 2013.

Further information can be found on local walks, *County* Treasures, biodiversity, news, and events. There are also links to services provided.

However, the website is not fully bilingual.

## Recommendations

* Special attention should be given to ensuring 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 necessary equipment. Overall, the use of multi-location meetings is considered useful.

## Recommendations

* None

# Other Digital Engagement

## Assessment Summary

The council is active on social media platforms such as Facebook and Nextdoor, with reasonable follower counts. Social media is used for promoting events and circulating newsletters.

## Recommendations

* Consider Demographics for specific social media platforms: Tailor social media engagement strategies to consider different demographics and their preferred platforms. For instance:
* 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.

Implementing a Social Media Engagement Strategy involves several key elements:

* Setting clear goals and objectives for what the council wants to achieve through social media.
* Identifying the target audience and understanding their preferences and behaviours.
* Creating and sharing relevant, engaging, and diverse content regularly.
* Monitoring social media metrics and feedback to evaluate performance and make necessary adjustments.
* Engaging with the community by responding to comments and messages promptly.
* Regular Updates: Grow engagement by providing regular updates and interactive content to keep the community informed and involved.

# Digital Communication and Collaboration

## Assessment Summary

The council provides email addresses for staff and councillors which are used regularly. Use of personal email addresses is avoided.

# Recommendations

* Encourage Online Collaboration such as Microsoft 365 or Google Workspace. This offers the potential to save staff time and effort, facilitate document sharing, and enhance remote accessibility.
* One Voice Wales plans to introduce ways in which councils can exploit this via its Digital Community of Practice and guidance documents.

# Digital Services and Operations

## Assessment Summary

The council's services and facilities are well-represented on the website, and there are capabilities for online engagement and bookings.

Digital systems are in place for accounting and policies for data management have been created.

## Recommendations

* None

# Technology

## Assessment Summary

The council provides necessary equipment for staff, supported by a local IT provider. 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 confidence in digital working is rated highly, while councillor confidence is low.

## Recommendations

* Increase Digital Training: Offer comprehensive and continuous digital training for councillors to enhance their confidence and competency in using digital tools. One Voice Wales plans to introduce digital practises guidance in the near future.

# Conclusion

Overall, Llandough Community Council demonstrates a very good standard of digital maturity, and it ensures compliance with expectations as set out by legislation.

A “*.llyw.cymru or a .gov.wales”* domain name would ensure better credibility for the website and create better trust with the public; however, the current <http://www.llandough-cc.co.uk/> is satisfactory.

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)

Llandough community council has some presence in social media, but if a bigger target audience is desired, the tips above can be useful.

Working with collaborative tools can significantly improve its digital operations, increase efficiency, and ensure secure sharing of documents. Embracing these changes will not only enhance the council's functionality but also lead to greater engagement and satisfaction within the community. One Voice Wales plans to introduce training in this respect via its Digital Community of Practice