Digital Strategy Consultation 2026

How we use your personal information

The information you provide will only be used for the purposes of this consultation. To learn more about how your information is used, please visit the:
Council's Consultation Privacy Notice
Data Protection Pages.

Have your say on the Council's Customer & Digital Strategy

The Council are developing an updated Customer & Digital Strategy and would like to hear your views. The strategy will help shape how residents, businesses, visitors and communities access Council services over the coming years, whether online, by phone or face to face, in Welsh or English.

Digital technology can make services quicker, easier and more convenient for many people. However, we recognise that not everyone can, or wishes to, use online services, and it is important that people can continue to access services in the ways that work best for them. This strategy is not about making services online-only.

Your feedback will help us understand what matters most. We want to know whether you feel that the areas we are focusing on are the right ones, what would make Council services easier to use, and whether anything important is missing.

What is your relationship to Rhondda Cynon Taf Council?

- ☐ Resident
- ☐ Business Owner
- ☐ Customer
- ☐ Staff member
- ☐ Visitor
- ☐ Other

Please state 'other'

How often do you use RCT Digital Services?

- ☐ 4 or more times per week
- ☐ Monthly
- ☐ 2-3 times per week
- ☐ Not regularly
- ☐ Weekly
- ☐ Never

Four Key Priorities

We believe the Strategy should focus on four key priorities.

We would like your views on whether these are the right priorities and whether anything important is missing.

3. **Priority 1: Customer & Resident Experience**

This priority is about making it easier to contact the Council, find information, access services and get updates.

We want people to have a more consistent experience whether they contact us online, by phone or face to face, in Welsh or English.

We want Council services to be easier to use and more joined up.

To what extent do you agree or disagree with Priority 1: Customer & Resident Experience?

Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree ☐ Don't know ☐

To what extent do you agree or disagree with our proposed actions?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
Making it easier to find accurate information on the Council website	☐	☐	☐	☐	☐	☐
Improving online forms and services so that they are easier to use	☐	☐	☐	☐	☐	☐
Providing a more consistent experience across online, telephone and face-to-face services	☐	☐	☐	☐	☐	☐
Making sure any information available in English is also available in the same format in Welsh, and that the Welsh version is as easily accessible.	☐	☐	☐	☐	☐	☐

Please tell us any comments you have on Priority 1: Customer & Resident Experience.

6. **Priority 2: Digital Solutions & Technology**

This priority is about improving the technology, systems and tools used by the Council, so services can be more connected, reliable, secure and easier to use.

It includes making better use of online services, automated processes and artificial intelligence where they are safe, fair and helpful to do so.

We want to use technology where it helps improve services, make processes simpler and support staff to respond more effectively.

To what extent do you agree or disagree with Priority 2: Digital Solutions & Technology?

Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree ☐ Don't know ☐

To what extent do you agree or disagree with our proposed actions?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
Improving online services so they are simple, reliable, accessible and easy to use	☐	☐	☐	☐	☐	☐
Reducing the need for people to provide the same information more than once	☐	☐	☐	☐	☐	☐
Connecting Council systems so information can be shared safely where appropriate	☐	☐	☐	☐	☐	☐
Using technology and automation to reduce delays and improve response times	☐	☐	☐	☐	☐	☐
Exploring the use of artificial intelligence where it is safe, ethical, transparent, fair and delivers clear benefits	☐	☐	☐	☐	☐	☐
Keeping Council systems secure, resilient and reliable,	☐	☐	☐	☐	☐	☐
Making sure technology investments deliver value for money, support sustainability and meet the needs of residents	☐	☐	☐	☐	☐	☐

Please tell us any comments you have on Priority 2: Digital Solutions & Technology.

9. **Priority 3: Data Insight & Intelligence**

This priority is about using information safely and responsibly to better understand local needs, improve services and make better informed decisions.

It includes making sure information is accurate, well managed, secure and used only for appropriate purposes.

Information can help the Council understand what people need and improve how services are planned and delivered.

We want to use information carefully, securely and responsibly.

To what extent do you agree or disagree with Priority 3: Data Insight & Intelligence?

Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree ☐ Don't know ☐

To what extent do you agree or disagree with our proposed actions?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
Using information to understand demand for services and local needs	☐	☐	☐	☐	☐	☐
Planning services based on evidence, feedback and trusted information	☐	☐	☐	☐	☐	☐
Using reporting and analysis to identify trends and improve decisions	☐	☐	☐	☐	☐	☐
Using forecasting tools responsibly to support future planning	☐	☐	☐	☐	☐	☐
Making sure information is accurate, secure and well managed	☐	☐	☐	☐	☐	☐
Being transparent about how information, data and artificial intelligence are used in decision-making and service delivery	☐	☐	☐	☐	☐	☐

Please tell us any comments you have on Priority 3: Data Insight & Intelligence priority.

12. **Priority 4: People and Digital Capability**

This is about supporting residents, communities, elected members and Council staff to make the most of digital opportunities.

It also means reducing barriers for people who may lack access, confidence, skills or connectivity, or who need services to be accessible in different ways.

We want people to feel confident using digital services where they choose to do so.

We also want to make sure that people who are unable to use digital services are not excluded.

To what extent do you agree or disagree with Priority 4: People and Digital Capability?

Strongly agree ☐ Agree ☐ Neither agree nor disagree ☐ Disagree ☐ Strongly disagree ☐ Don't know ☐

To what extent do you agree or disagree with our proposed actions?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
Working with partners to support digital inclusion across the County Borough	☐	☐	☐	☐	☐	☐
Helping people develop the skills and confidence to use online services if they choose to do so	☐	☐	☐	☐	☐	☐
Making services accessible, easy to understand and available in Welsh and English	☐	☐	☐	☐	☐	☐
Supporting people who face barriers such as affordability, connectivity, accessibility needs or lack of confidence	☐	☐	☐	☐	☐	☐
Supporting Council staff and elected members to use digital tools safely and effectively	☐	☐	☐	☐	☐	☐
Using feedback from residents and communities to improve how services are designed and delivered	☐	☐	☐	☐	☐	☐

Please tell us any comments you have on Priority 4: People and Digital Capability.

Is there anything else you would like the Council to consider as part of its Customer & Digital Strategy?

About you

Under the Equality Act 2010 and the Public Sector Equality Duties, the Council has a legal duty to look at how its decisions impact on people because they may have particular characteristics.

How would the proposals affect you because of your:
1. Sex
2. Age
3. Ethnicity
4. Disability
5. Sexual Orientation
6. Religion / Belief
7. Gender identity
8. Relationship status
9. Pregnancy and maternity
10. Preferred language

Please provide your reason/s:

As part of our Welsh Language Impact Assessment (WLIA) process, the Council has identified that there are possible impacts on the Welsh Language. Please review the WIA and provide any comments if appropriate.

How do you feel the proposal could impact upon the opportunities for Welsh speakers and learners to use the language?

E.g. what impact will it have on how easily they can contact/engage with the Council in Welsh if that is their choice?

- ☐ Positively
- ☐ Negatively
- ☐ No impact
- ☐ Don't know

How could positive effects be increased, or negative effects be decreased?

Does the proposal, in any way, treat the Welsh Language less favourably than the English Language?

- ☐ Yes
- ☐ No
- ☐ Don't know

If 'Yes', please give further details:

PLEASE CAN YOU TELL US MORE ABOUT YOURSELF

You are entirely free to decide whether or not to complete this form and there are no consequences of failing to do so. We do not intend on capturing any personal identifiable information through this form. Please be mindful of this in the responses you provide within the free text areas. In the instance where you do provide us with information about yourself or others, RCTCBC will ensure it will be processed in line with the requirements of the Data Protection Act 2018 and only used for monitoring and reporting purposes.

☐ I do not wish to provide any of the information requested on this form

Postcode (first part only) ☐

Age

☐ 15 or under
☐ 16-24
☐ 25-34
☐ 35-44
☐ 45-54
☐ 55-64
☐ 65-74
☐ 75+
☐ Prefer not to say

Sex
Are you

☐ Female
☐ Male
☐ Prefer not to say

If you prefer your own term, please provide this here:

Gender Identity
Is the gender you identify with the same as your sex registered at birth?

☐ Yes
☐ No
☐ Prefer not to say

Please write in your gender:

Sexual Orientation
Which of the following best describes your sexual orientation?

☐ Bisexual
☐ Gay man
☐ Gay woman / Lesbian
☐ Heterosexual / Straight
☐ Prefer not to say

If you prefer to use your own term, please provide this here:

National Identity

How would you describe your national identity?

- [ ] British
- [ ] Cornish
- [ ] English
- [ ] Irish
- [ ] Northern Irish
- [ ] Scottish
- [ ] Welsh
- [ ] Other
- [ ] Prefer not to say

Please describe

Ethnicity
How would you describe your ethnic origin?

- [ ] Arab
- [ ] Asian: British
- [ ] Asian or Asian British: Bangladeshi
- [ ] Asian or Asian British: Chinese
- [ ] Asian: Cornish
- [ ] Asian: English
- [ ] Asian or Asian British: Indian
- [ ] Asian: Irish
- [ ] Asian: Northern Irish
- [ ] Asian or Asian British: Pakistani
- [ ] Asian: Scottish
- [ ] Asian or Asian British: Other East Asian
- [ ] Asian or Asian British: Other South Asian
- [ ] Asian: Welsh
- [ ] Asian or Asian British: Other (please describe):
- [ ] Black: British
- [ ] Black or Black British: African
- [ ] Black or Black British: Caribbean
- [ ] Black: Cornish
- [ ] Black: English
- [ ] Black: Irish
- [ ] Black: Northern Irish
- [ ] Black: Scottish
- [ ] Black: Welsh
- [ ] Black, Black British or Black African: Other (please describe):
- [ ] English Gypsy
- [ ] Irish Gypsy
- [ ] Irish Traveller
- [ ] Scottish Gypsy
- [ ] Scottish Traveller
- [ ] Welsh Gypsy
- [ ] Mixed/Multiple: African & Caribbean
- [ ] Mixed/Multiple: Black African & White
- [ ] Mixed/Multiple: Black British & White
- [ ] Mixed/Multiple: Black Caribbean & White
- [ ] Mixed/Multiple: East Asian & White
- [ ] Mixed/Multiple: South Asian & White
- [ ] Mixed/Multiple: Other (please describe):
- [ ] Roma
- [ ] Sinti
- [ ] White: British
- [ ] White: Cornish
- [ ] White: English
- [ ] White: Gypsy
- [ ] White: Irish
- [ ] White: Irish Traveller
- [ ] White: Northern Irish
- [ ] White: Scottish
- [ ] White: Welsh
- [ ] White: Other (please describe):
- [ ] Prefer not to say

If other Ethnic Group or if you would prefer to use your own definition, please specify:

Disability
Do you consider yourself to be disabled?
'The definition of disability as defined under the Equality Act (2010) is 'a physical or mental impairment which has a substantial or long term adverse effect on the ability to carry out day-to-day activities'.

- [ ] Yes
- [ ] No
- [ ] Prefer not to say

Religion or Belief
What is your religion or Belief?

- ☐ Buddhist
- ☐ Christian (including Church of Wales, Catholic, Protestant and all other denominations)
- ☐ Hindu
- ☐ Jewish
- ☐ Muslim
- ☐ Non-religious (e.g. Atheist, Humanist etc.)
- ☐ Sikh
- ☐ Other
- ☐ Prefer not to say

If other Religion or Belief, or if you prefer to use your own definition, please provide this here:

Caring Responsibilities
Do you look after, or support family members, friends, neighbours or others because of either: a long term physical or mental condition/disability or problems related to old age?

- ☐ No
- ☐ Yes, 1-19 hours a week
- ☐ Yes, 20-49 hours a week
- ☐ Yes, 50 or more hours a week
- ☐ Prefer not to say

Pregnancy and maternity
Are you currently pregnant, or have you been pregnant within the last 12 months?

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

Have you taken (or are you currently taking) maternity leave in the last 12 months?

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

Veterans and Armed Forces
Have you ever, or are you currently, serving in the Armed Forces?

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

Under the Equality Act 2010 and the Public Sector Equality Duties, the Council has a legal duty to look at how its decisions impact on people because they may have particular characteristics.

How would the proposals affect you because of your:

- ☐ Sex
- ☐ Age
- ☐ Ethnicity
- ☐ Disability
- ☐ Sexuality
- ☐ Religion / Belief
- ☐ Gender identity
- ☐ Relationship status
- ☐ Pregnancy
- ☐ Preferred language

Please provide your reason/s:

Citizens' Panel

Would you like to be part of our Citizens' Panel and be contacted with information about consultations to improve and develop services in Rhondda Cynon Taf? Panel membership is voluntary and you are under no obligation to take part in any consultations that we send you.

How we use your personal information
The lawful basis for RCTCBC processing your information under data protection law for Citizens' Panel purposes is as part of our public task. To learn more about how your information is used for Citizens' Panel purposes please visit the Council's Consultation Privacy Notice on the Council website.

Would you like to become part of our Citizens' Panel

- ☐ Yes
- ☐ No
- ☐ I already am a member

How would you like to be contacted?

- ☐ Email
- ☐ Letter

Please provide your contact details:

Name:

Address:

Post Code:

Email:

Thank you for taking the time to complete the above consultation.

Please submit your response to
Freepost RUGK-EZZL-ELBH
Consultation Team
Third Floor Office
2 Llys Cadwyn
PONTYPRIDD
CF37 4TH

All correspondence should be received no later than 30/11/2026.