



Llywodraeth Cymru
Welsh Government

PUBLICATION DATE:
02/10/2025

County Parish Holdings (CPH) Review

Mae'r ddogfen yma hefyd ar gael yn Gymraeg.

This document is also available in Welsh.

OGI © Crown Copyright Digital ISBN 978-1-80633-463-6

Title: CPH Review Report

Author(s): Alma Economics

Views expressed in this report are those of the researcher and not necessarily those of the Welsh Government

For further information please contact:

Name: Thêa O'Brien

Division: Agriculture, Sustainability & Development

Welsh Government

Cathays Park

Cardiff

CF10 3NQ

Tel: 03000250311

Email: thea.obrien@gov.wales

Table of contents

List of figures.....2

Glossary.....3

1. Introduction5

2. Methodology.....7

3. Policy Recommendations.....12

4. UX Audit.....18

5. Recommendations37

6. Appendices41

7. Annexes65

List of figures

Figure 1. UX audit methodology.....	9
Figure 2. Pain point prioritisation matrix.....	10
Figure 3. Illustrative example of Recommendation 1	13
Figure 4. Accessing Manage My CPH	30
Figure 5. Illustrative landing page	31
Figure 6. Help modal.....	32
Figure 7. Glossary.....	32
Figure 8. Suggested changes to Manage My CPH user interface	33
Figure 9. Illustrative task module and persistent map	34
Figure 10. Suggestions for error avoidance	35
Figure 11. Suggested changes to summary layout.....	36

Glossary

Term	Definition
APHA	The Animal and Plant Health Agency is an executive agency of the UK Government's Department for Environment, Food and Rural Affairs. It works closely with the Welsh Government on issues regarding animal health, including the issuing of flock and herd numbers for livestock and the ordering of protection measures against animal diseases.
BCMS	The British Cattle Movement Service is part of the Rural Payments Agency. It maintains an online database of all bovine animals in Great Britain called the Cattle Tracing System (CTS).
CPH	A County Parish Holding number is a unique geographical reference for a farm or group of land parcels. The CPH number is made up of nine digits. The first two digits relate to the county, the next three relate to the parish, and the last four identify the holding.
CRN	A Customer Reference Number is a unique business identifier allocated to Rural Payments Wales customers. This begins with "A" followed by seven digits (e.g., A0012345)
EIDCymru	EIDCymru is the electronic sheep and goat reporting system for Wales. It will be expanded to include more livestock species in the coming years, becoming known as 'Multispecies Wales.'
FLS	The Farm Liaison Service is run by the Welsh Government to give guidance and support about agricultural grants and regulations.
LIDAG	The Livestock Identification Advisory Group brings together key stakeholders from across the livestock industry to inform policy decisions and implementation.
OCVO	The Office of the Chief Veterinary Officer is responsible for animal health and welfare policy in Wales, including disease eradication, control strategies, and disease control policies.
PPL	The Primary Production Location is the main location of the CPH number. Common land cannot be considered part of the PPL. Most often, a PPL is the location of the livestock buildings, milking parlour, or other main handling facilities for animal health and welfare or

	husbandry purposes. If no buildings are present, the PPL would be the gathering location. Full details are available in the CPH Guidance document.
QWFC	The Quality Welsh Food Certification Ltd certifies farms against the Welsh Government's Quarantine Unit Standards.
RIW	Rural Inspectorate Wales conducts inspections of farms to ensure compliance with regulations, including those related to the accurate recording of animal movements using CPH numbers.
RPA	The Rural Payments Agency operates in England only—it is the equivalent of Rural Payments Wales.
RPW	Rural Payments Wales is an agency of the Welsh Government that delivers key agricultural projects, including the administration of payments and management of the online 'Manage My CPH' system.
RPW Online	RPW Online is a website run by Rural Payments Wales to support the administration of payments and regulations, including the online 'Manage My CPH' system.
tCPH	Temporary CPHs are used within 'Manage My CPH' to create a CPH number for a maximum of 364 days.
TLA	Temporary Land Associations are used within 'Manage My CPH' to temporarily associate land parcels with a CPH number within a ten-mile boundary. They can be established for a maximum of 364 days, after which they will expire. Keepers have the option of requesting an annually recurring TLA (rTLA) for the same dates each year.
UI	User Interface describes the visual and interactive elements that allow users to give instructions to and receive information from a technology, for example, the buttons and visual elements of the 'Manage My CPH' website.
UX	User Experience describes the overall experience of a person using a product, such as a website, especially in terms of how easy and straightforward it is to use.

1. Introduction

- 1.1 This report is a review of the County Parish Holdings (CPH) system, processes, and guidance in Wales. It includes recommendations to improve the policies surrounding CPH numbers in Wales and recommendations and wireframes to improve the user experience of 'Manage My CPH.'
- 1.2 Creating a process to systematically categorise and identify agricultural land is an essential component of livestock traceability. Identifying land allows the tracking of the movements of livestock across different fields, areas, and regions, which is a crucial part of animal disease control efforts and meeting the 'farm to fork' traceability demands of modern consumers.
- 1.3 County Parish Holding (CPH) numbers have been the solution to this challenge of identifying land used for livestock across the United Kingdom for many decades. In fact, Short, Watkins, and Martin ([2006: 219](#)) note that "these numbers can be traced back to the earliest state involvement in collecting information about agriculture in the mid-19th century and the start of the annual Agricultural Census in 1866." CPH numbers in their modern form—that being a nine-digit number to identify agricultural land in a certain area—were introduced during the 1940s and have been continually adapted in the years since ([Peiso et al., 2011](#)). CPH numbers and livestock traceability became more prominent following the foot and mouth pandemic in the early 2000s. Nonetheless, since the 1940s, CPH numbers have remained nine-digit, for which the first two digits relate to the county, the next three relate to the parish, and the last four identify the holding.
- 1.4 CPH numbers are distinct from other ways of identifying farms, such as addresses, postcodes, or business identifiers such as Customer Reference Numbers (CRNs) used by Rural Payments Wales. This is because the CPH number identifies specific land parcels in greater detail and accuracy, offers more flexibility to users and agencies than other identification methods, and poses a lower risk of identifying individual users.
- 1.5 In Wales, CPH numbers were reformed in 2016 to introduce a new online system to create, edit, and close CPH numbers called 'Manage My CPH.' In addition, a series

of policies were reformed to improve disease control and reduce burdens on livestock keepers. These included:

- The mandatory removal of Interim Land Association Management, Sole Occupancy Authorities, and Cattle Tracing System links.
- The introduction of a ten-mile radius, for which all blocks of land may be included within a single CPH and move without reporting or standstill periods.
- The introduction of new processes for registering temporary land associations (TLAs) and temporary CPHs (tCPHs).

- 1.6 Unlike in England, these changes were only mandatory for existing keepers using Interim Land Association Management, Sole Occupancy Authorities, and Cattle Tracing System links. This means Welsh agencies are currently operating with two sets of requirements. Currently, around 60% of livestock keepers have 'transitioned' to the post-2016 requirements, and 40% are 'untransitioned,' meaning they continue to operate under the pre-2016 requirements.
- 1.7 The introduction of these new rules saw some challenges, especially with performance issues with 'Manage My CPH,' such as slow loading times and freezing. However, it is believed that these challenges have been largely resolved, making now an effective time to review County Parish Holdings in Wales, including the rules introduced in 2016 and the user experience of 'Manage My CPH.'

2. Methodology

- 2.1 This review of County Parish Holdings is informed by a wide range of sources, including engagement with Welsh Government officials, delivery partners, agricultural stakeholders, and livestock keepers across Wales. It is also informed by desk-based analysis of 'Manage My CPH,' CPH policy documents, and relevant guidance. In greater detail, the review can be categorised into four phases (discovery, fieldwork, analysis, and feedback and drafting).

Discovery phase

- 2.2 The discovery phase involved a series of steps to ensure the review was informed of the fundamentals of the County Parish Holdings in Wales. This included a series of meetings with Welsh Government policy officials and a desk-based review of relevant documents. Key documentation included:

- The latest versions of 'Manage My CPH' Guidance and FAQs.
- The latest version of identification and movement guidance for sheep, goats, pigs, cattle, poultry, and other animals.
- The latest versions of guidance regarding Quarantine Units.
- Principles of the post-2016 new rules and requirements.
- The e-learning package created by RPW Online.

Fieldwork phase

- 2.3 Following the discovery phase, a significant fieldwork phase was undertaken to ensure stakeholder, delivery partner, and user experiences were central to the review.
- 2.4 This began with ten interviews with delivery partners in November and December 2024. Interviews were conducted with representatives of Rural Payments Wales (RPW), Welsh Government, the Office of the Chief Veterinary Officer (OCVO), the Animal and Plant Health Agency (APHA), Rural Inspectorate Wales (RIW), the Rural Payment Agency, and both EIDCymru and Quality Welsh Food Certification Ltd. These were recorded, transcribed, and analysed thematically by the

interviewers themselves. This resulted in a series of key findings shared in Appendix D.

- 2.5 Following the interviews with delivery partners, a focus group was held with members of the Livestock Identification Advisory Group (LIDAG), which includes farming unions, trade bodies, supply chain organisations, and others involved in livestock identification. This was also recorded and transcribed before analysis was undertaken, with key findings available in Appendix E.
- 2.6 At the start of 2025, a survey was made available to livestock keepers. The target audience was users of the 'Manage My CPH' system, with this audience primarily reached through a 'broadcast message' within the RPW Online messaging function sent on the 10th of January 2025. It was from the 9th of January 2025 to the 14th of February 2025 and received 137 valid responses. The survey could be answered in Welsh or English. The responses were analysed by a bilingual researcher, ensuring responses in both languages were treated equally. The write-up of findings and key quotations has been included in Appendix A.
- 2.7 A series of focus groups was held in February 2024 with 'Manage My CPH' users. This included two focus groups in Aberystwyth, one in Llanellwedd (near Builth Wells), and two virtual focus groups. Participants were invited through an Expression of Interest form made available upon and before completion of the survey, and through posts on social media channels and directly via academic and personal networks. In line with demand, there were three focus groups held in English and two held in Welsh. A total of 15 participants took part in the focus groups. Notes were taken during focus groups, which were analysed by a bilingual researcher. A collection of findings is available in Appendix B.

Analysis phase

- 2.8 The analysis phase was divided into two categories: policy analysis and UX audit.
- 2.9 The policy analysis element included reviewing the key findings from the Fieldwork Phase, consideration of limitations and challenges facing the proposals made by fieldwork participants, further review of guidance and the 'Manage My CPH' system, and development of a draft of policy recommendations to be considered further in

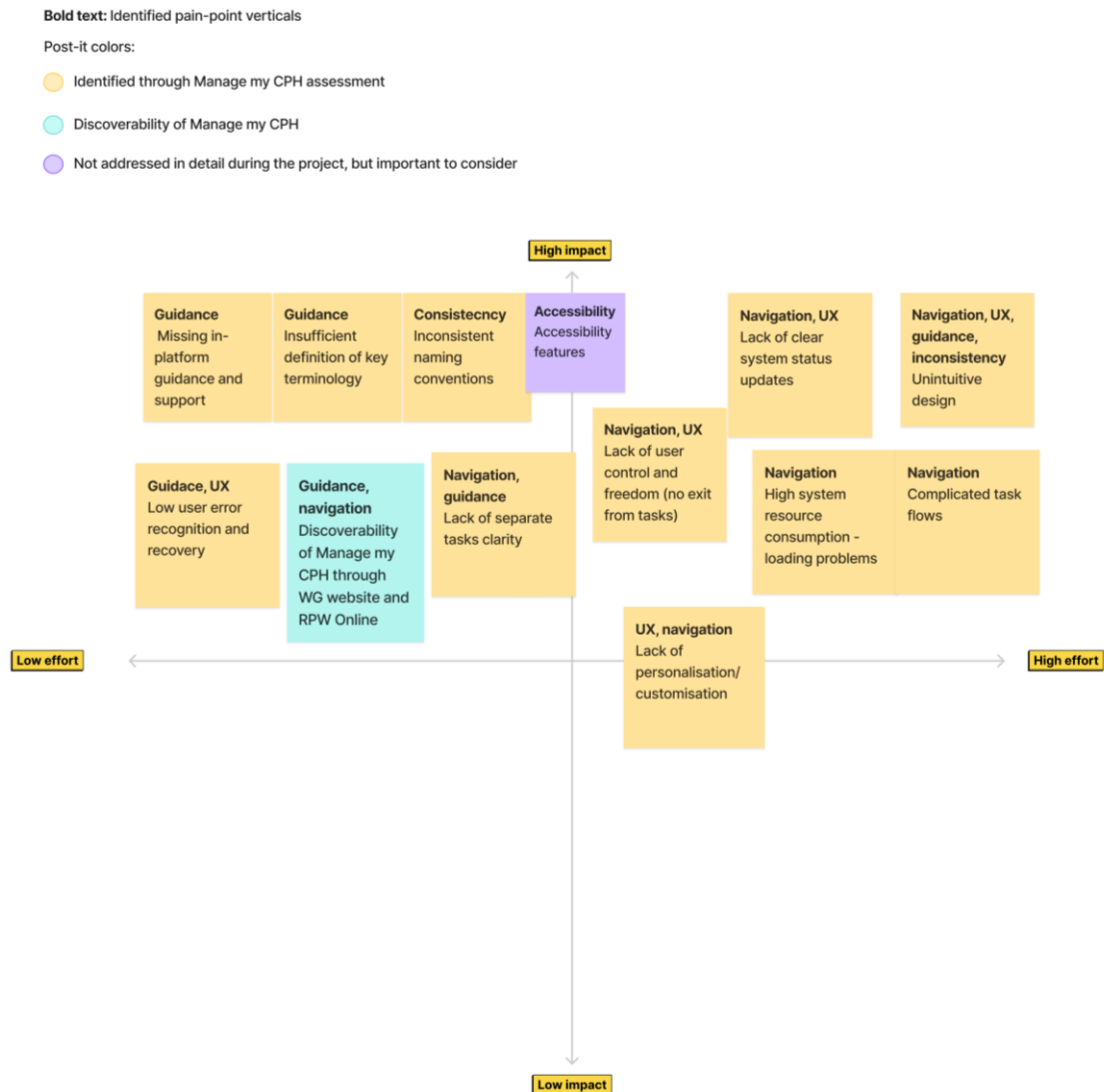
the Feedback and Drafting Phase. This was supported by further communication and clarifications via email and video call with key delivery partners, including RPW Online, Welsh Government Policy Officials, APHA, and the RPA.

- 2.10 The UX audit also drew on key findings from the Discovery and Fieldwork phases. After developing user flows of the most common tasks on the platform and a user journey map to outline the typical experience of a user engaging with ‘Manage My CPH,’ an in-depth assessment was conducted based on Nielsen’s usability heuristics, a widely used framework in UX research to determine if an interface design is user-friendly. Each of the ten heuristics was assessed on a scale from Level 1 (no usability issues identified) to Level 2 (minor usability issues identified) to Level 3 (critical usability issues), with relevant pain points and recommendations to improve identified issues also recorded.
- 2.11 After pain points for each heuristic were documented, they were then assigned a priority based on the impact the pain point had on user experiences and the level of effort required to address it. Finally, based on the usability assessment findings and pain point priority matrix, wireframes and interactive prototypes were developed to illustrate actionable suggestions to improve the ‘Manage My CPH’ user experience.

Figure 1. UX audit methodology



Figure 2. Pain point prioritisation matrix



2.12 It is important to note that suggested improvements to 'Manage My CPH' were developed based on published user guidance (including an e-learning package developed by RPW) and a recorded demo walkthrough of the platform. The research team did not have direct access to 'Manage My CPH' due to restrictions on account creation. Further detail on limitations around UX recommendations is set out in the UX audit section later in the report.

Feedback and drafting phase

2.13 Receiving feedback on 'Manage My CPH' from users and delivery partners was important to the success of this independent review. Therefore, two workshops

were held in mid-March 2025 to gain feedback from ‘Manage My CPH’ users—one in Welsh and one in English. These involved sharing a presentation outlining the rationale behind key policy and UX recommendations and seeking comments from users. The key findings from these workshops are available in Appendix C. Following these workshops, an ‘Emerging Findings Meeting’ was held on 3rd April 2025, with the delivery partners interviewed in the Fieldwork Phase, which was followed by a presentation to the Livestock Identification Advisory Group on 9th April 2025. Recommendations were made regarding tone and explanation of key terms, which have informed the drafting of the final report. The final report was drafted by Alma Economics later in April 2025, with comments from the Welsh Government and key delivery partners to ensure accuracy and clear understanding. No recommendations were edited during the comments process.

3. Policy Recommendations

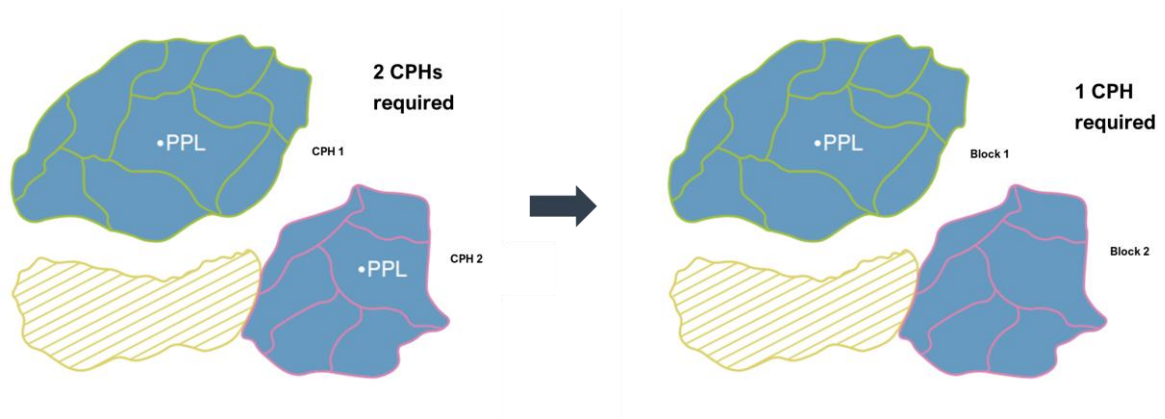
- 3.1 A series of policy recommendations is made as part of the review of County Parish Holdings in Wales, which are informed by the engagement described in the Methodology, notably including engagement with organisations involved in the management and use of CPH numbers, users of CPH numbers (i.e., farmers), and agricultural and livestock stakeholders. The findings from this fieldwork can be found in the Appendices (A-E), with select quotations from these appendices used to illustrate use cases for policy changes where suitable.
- 3.2 It is important to recognise that while the Office for the Chief Veterinary Officer was engaged in the development of these policy recommendations, none of these recommendations have been subject to epidemiological risk assessments. Whether any recommendation poses a disease risk is a decision for the Welsh Government, relevant agencies, and delivery partners to make.
- 3.3 Furthermore, some policy recommendations require changes to the 'Manage My CPH' system by RPW Online. These will involve varying levels of technical difficulty and resource demands, which are discussed further in the UX audit section.

Recommendation 1: Remove the requirement for common land to be adjacent to a Primary Production Location (PPL) in transitioned CPHs, subject to a satisfactory Veterinary Risk Assessment.

- 3.4 A key challenge identified throughout the review, including by survey respondents, focus group participants, farming stakeholder organisations, and some officials interviewed, was that a significant number of keepers have not transitioned their CPH to the newer version and rules of 'Manage My CPH' because the rules on transitioned CPHs are more stringent regarding Common Land. Under the current rules for transitioned CPHs, common land must be adjacent to a 'Block' within 'Manage My CPH,' which includes a Primary Production Location. Under the rules for non-transitioned CPHs, common land needs only to be adjacent to a block of land within a CPH owned by the keeper. This creates a very strong incentive for keepers using Common Land not to transition their CPH, as doing so would subject them to significantly more animal movement restrictions. This is a particularly significant challenge in areas with higher use of Common Land, such as Powys.

- 3.5 To quote one survey respondent: “Since I have transitioned my CPH, I have common land that is not contiguous with the PPL, so it cannot be merged to my main CPH. The common land has to have a separate CPH, and a Pre-Movement test is required prior to any livestock movements between the main CPH and the common land CPH. I have common rights on four different commons, all within the ten-mile radius, so this means managing five CPHs. I, as a keeper, have to ensure that livestock movements to the common land CPH are reported, I read all tags, and standstill rules also apply. Please, can this be amended, as it's ridiculous. This would be the reason why most farmers in Powys have not transitioned.” (Sheep keeper)
- 3.6 We therefore recommend a policy change to amend this requirement to ensure that Common Land would need only be adjacent to an existing CPH block, rather than to an existing block containing a Primary Production Location. This should be subject to a satisfactory Veterinary Risk Assessment; although this should consider that this is the ‘de facto’ rule, where keepers have not transitioned to avoid the more stringent requirements, and that amending this requirement would facilitate the introduction of a deadline to transition all CPHs in Wales (Recommendation 4).

Figure 3. Illustrative example of Recommendation 1



Recommendation 2: Introduce an ability for temporary CPHs to ‘recur’ every year, like recurring Temporary Land Associations currently can.

- 3.7 A common request of CPH users in both surveys and focus groups was to introduce the option for temporary CPHs to be able to ‘recur.’ This would closely follow the rules and approach of recurring Temporary Land Associations (rTLAs). It is

anticipated that recurring tCPHs would reduce the workload required from farmers wishing to re-establish tCPHs on land used annually for summer or winter grazing.

- 3.8 It was raised in a recommendation-feedback workshop with officials that this could lead to 'Manage My CPH' users establishing recurring tCPHs that last 365 days every year, when users should establish a permanent CPH in that context. To encourage the desired use of permanent CPHs and recurring tCPHs, the Welsh Government may wish to consider introducing a lower number of days in a year that a recurring tCPH may be valid for, for example, from 364 days to 243 days. This would allow for repeated seasonal grazing, while encouraging those holding land for over a year to establish a permanent CPH. This review is ambivalent on this specificity of recurring tCPHs, viewing this requirement as only necessary if tCPHs carry a higher burden for RPW and other organisations involved in the use and management of CPH numbers. Furthermore, we believe the rules for recurring TLAs should mirror the rules of recurring temporary CPHs where possible.

Recommendation 3: Issue the same number for repeated temporary CPHs and Quarantine Units, rather than new numbers each time they are renewed.

- 3.9 Building on the previous recommendation, this review proposes that the same CPH number be issued for recurring tCPHs, tCPHs on identical land parcels and with the same owner, and renewed Quarantine Units following re-assessment by QWLF.
- 3.10 Issuing the same CPH number in these instances holds three key benefits for users and those managing CPH systems:
- This would avoid requiring users to inform livestock movement services (such as EIDCymru and BCMS) and others of their new CPH number every year. This would reduce burdens on livestock keepers and livestock management systems such as EIDCymru and BCMS (and, in future, Multispecies Wales).
 - This would reduce instances of users inputting the wrong, outdated CPH number on official forms and livestock movement systems. This would reduce user concern over making a mistake and improve the accuracy of official forms, including those used to register the purchase of livestock.

- This would make it easier for organisations like Rural Payment Wales, Rural Inspectorate Wales, and the Animal and Plant Health Agency to see the ‘history’ of a tCPH and Quarantine Unit, improving longer-term traceability.

Recommendation 4: Introduce a one-year deadline to transition to the newer version of CPH numbers and rules. This should follow the implementation of Recommendation 1, the development of a support package, and begin at a time suitable for the Welsh Government and industry.

- 3.11 This review recommends that the Welsh Government introduce a one-year deadline by which ‘Manage My CPH’ users must transition their CPHs. It further recommends that this deadline only be introduced once the requirement for common land to be adjacent to a Primary Production Location (PPL) in transitioned CPHs is removed (Recommendation 1). The introduction of a deadline would have to start at an appropriate time, but would ideally be completed prior to the full implementation of Multi Species Wales (MSW). A detailed support plan for farmers should be developed in conjunction with the Farm Liaison Service (FLS) and RPW’s Customer Contact Centre before the one-year deadline is announced. Ultimately, the timing of the start of the one-year deadline should be decided and confirmed by the Welsh Government, as this will be dependent on other projects and demands on the industry.
- 3.12 The support plan could include:
- Events and stalls at marts, auctions, and shows.
 - Dedicated emails, letters, and phone calls to users with untransitioned CPHs.
 - Offering video calling functions and in-person support events, as well as support over the phone.
 - Pop-up training sessions on how to use ‘Manage My CPH’ and other online services, such as Multispecies Wales (forthcoming), in the computer rooms of universities, schools, libraries, and so forth.
- 3.13 Focus group participants also called for “*a one-click option for very simple CPHs,*” for which RPW Online would simply request the user’s permission to transition a simple CPH (e.g., a CPH with no common land, no associated TLA, and a limited

number of blocks), with this being approved either within 'Manage My CPH' or by agreeing over the phone or email. Not being familiar with internal RPW processes and systems, we are unsure of the feasibility of this, but would recommend the scoping of its practicability by RPW and others.

Recommendation 5: Further scope the potential for the creation of a 'One-Stop Shop' for the issuing of CPH numbers and flock and herd numbers in Wales.

- 3.14 We found support among all stakeholder types, including keepers, farming (LIDAG) stakeholder groups, and officials, for a 'One-Stop Shop' for issuing CPH numbers and flock and herd numbers in Wales. This would mean that farmers could receive a new permanent or temporary CPH number alongside their flock and herd numbers, rather than having to contact APHA after receiving their CPH number.
- 3.15 We have received detailed information from APHA about how flock and herd numbers are currently issued, and have included this in **Annex A**. One of the key challenges is that APHA currently collect the information to issue flock and herd numbers by telephone, which allows for subtle validation of the accuracy of inputted information. There is an ongoing pilot of a system in England (administered by the Rural Payments Agency) that allows users to register to complete their application for a CPH and flock and herd numbers simultaneously over the phone. The form used for registration is also shared in **Annex A**. This is possible in the English system because it does not use the mapping functionality of 'Manage My CPH.' However, interviewees suggested that there are proposals within the RPA to pilot asking the questions required for a flock and herd number through an online form rather than the current phone-based approach. Should this be piloted, it would be a significant opportunity for the Welsh Government to learn from this experience and inform the development of a Welsh 'One-Stop Shop.'
- 3.16 We identified several knock-on benefits of creating a 'One-Stop Shop.' One notable example is that it would allow RPW Online to know the species for which a new CPH, TLA, or tCPH is to be used. This may allow more information to inform decisions to approve or decline changes within 'Manage My CPH' in line with species-specific disease risks. Another benefit is that a 'One-Stop Shop' may

reduce workloads for APHA and RPW employees, allowing keepers who wish to apply for flock and herd numbers online to do so. Finally, a 'One-Stop Shop' will eliminate examples where keepers contact organisations such as APHA, RPW, QWFC for flock and herd numbers before receiving a CPH number, thus further reducing unnecessary workloads and improving customer experiences.

4. UX Audit

- 4.1 This section sets out findings and recommendations from the UX audit of 'Manage My CPH,' informed by extensive stakeholder engagement (described in the Methodology section) and a desk-based review of published user guidance. The aim of the UX audit was to understand the challenges of using the current version of 'Manage My CPH,' compare the platform to best practices in design and accessibility, and suggest improvements to make 'Manage My CPH' work more effectively for its intended users.

Limitations

- 4.2 The findings and recommendations set out in this section of the report are subject to several important limitations, particularly around how the findings were developed and how recommendations should be interpreted and used. These limitations are described in more detail below.

Limited access to real-time use of the platform

- 4.3 Direct access to 'Manage My CPH' through a dummy account was not possible. As a result, the evaluation and subsequent improvement suggestions were based on alternative sources, including a recorded demo walkthrough provided by the RPW IT department for Alma, an e-learning package, and available guidance documentation. The absence of real-time navigation and hands-on experience may have constrained the ability to explore specific user interactions in depth. Nevertheless, the findings remain valuable as they are based on multiple data sources, which, taken together, provide a comprehensive understanding of the platform's functionality and ensure the assessment is relevant and actionable. Additionally, due to the same constraints, an evaluation of the platform's accessibility could not be conducted. However, accessibility has been highlighted throughout the report as a critical consideration, as an inclusive design ensures that a digital interface is usable by everyone, while enhancing the overall user experience.

Wireframes design disclaimer

- 4.4 The wireframes provided in this report are intended solely as visual guidance or blueprints rather than polished, production-ready interfaces. They have been created to communicate proposed improvements to the 'Manage My CPH' system clearly and visually, based upon insights gathered through stakeholder engagement, user feedback, and usability assessment.
- 4.5 The delivery partners can choose to adopt any or all of these recommendations. However, the strength of these proposed changes lies in their cumulative effect, meaning the greater the number of recommendations to be implemented, the more effectively and comprehensively user pain points will be addressed, improving value for end-users.
- 4.6 In addition, these wireframes demonstrate proposed functionality and design concepts at a high-level, foundational stage. For example, where a wireframe illustrates a button that activates a 'Help' modal on a specific page, this feature would ideally be consistently implemented throughout the entire application as seen fit. Additionally, delivery partners may style, adapt, or modify these suggested designs in accordance with their established branding, existing UI components, internal design guidelines, accessibility requirements, and technical constraints.

Technical effort estimate disclaimer

- 4.7 The technical effort estimates provided in this report are indicative, high-level guidelines intended to communicate the relative complexity and implementation effort of suggested UI/UX improvements. These estimates have been categorised into broad effort levels (Low, Medium, and High) based on industry-standard benchmarks for junior- to mid-level software development resources.
- 4.8 It is important to note that these estimates were generated independently by the Alma Economics team, without direct collaboration or validation from RPW's technical staff. As such, they do not reflect RPW's internal governance processes, specific staff expertise, technical constraints, or limitations arising from legacy systems or existing design frameworks.

- 4.9 These estimates focus specifically on the technical development effort required to implement functionality and explicitly exclude design-related tasks. The wireframe designs included in this report have intentionally been presented in a simplified, high-level format to enable concerned organisations to easily adjust and align them with existing internal design standards, visual branding, and component libraries.
- 4.10 While we have aimed to provide realistic and useful estimates, we fully acknowledge potential simplifications or gaps that may arise from our external perspective. Consequently, RPW should adjust and refine these estimates according to their own practical circumstances, internal processes, resource availability, and technological infrastructure.

Findings

- 4.11 This section presents a comprehensive description of the findings of the UX audit, from the user flow of 'Manage My CPH' to actionable recommendations to improve navigation and user friendliness of 'Manage My CPH' with a strong emphasis on user-centric design.

User flow

- 4.12 A user flow diagram was developed to assess the product's flow and the information architecture. This diagram depicts a path that a user will take within the platform to complete a certain task. Based on the available material, the broadest task flows that users can undertake in 'Manage My CPH' were mapped, and specifically, i) how to transition a CPH, ii) how to create a new permanent or temporary CPH, and iii) how to close a CPH. The user flow served as a guiding tool throughout the project, providing a structural foundation for developing subsequent outputs and the resulting creation of wireframes.

User journey map

- 4.13 The as-is user journey map (see Annex B) is designed to visualise the process that a user undergoes to achieve their goal. The map is structured around four key phases: i) awareness, ii) exploration, iii) usage, and iv) support & continuous use. It incorporates a user persona and outlines user actions, goals, feelings, thoughts, pain points, and opportunities to overcome challenges.

- 4.14 The user persona is a fictional representation of a potential end-user and is a useful tool for identifying what users need from a product by focusing on user characteristics, needs, goals, and expectations when interacting with a product. To develop the as-is user journey map, a concise user persona was created (see Annex A) to ensure the mapping process remained grounded in user perspectives.
- 4.15 For each of the four phases, the user journey map documents aims and objectives, actions taken, emotions experienced, and potential challenges that cause bottlenecks while interacting with 'Manage My CPH.' An additional section of the user journey map focused on identifying opportunities for improvement, with initial ideas to address key pain points throughout the user journey. This section represented an initial conceptual exploration of potential design solutions, serving as a foundation for the development of more refined recommendations in later stages of the project. Below, we provide an overview of a potential user's journey while using the 'Manage My CPH.'
- 4.16 Awareness: In the awareness phase, users recognise a need to perform a task related to their CPH number or become aware that a digital platform exists to manage such tasks. At this stage, users may not have used the platform before. Their primary goal is to locate the platform and determine whether it offers the guidance needed to complete their intended tasks. During this, users may feel pleased to discover a tool that could help them manage their CPH number. However, this is often accompanied by uncertainty or curiosity, as they have yet to experience the platform and may be unsure about how to access or navigate it. A possible pain point during this phase is related to ignorance or low visibility of how to initially access the platform. Low awareness of the platform can be addressed by promoting it via existing channels and stakeholder networks.
- 4.17 Exploration: During this phase, users begin considering their options for managing CPH-related tasks. They might search online for a suitable platform or seek advice from peers. Search results for "Manage My CPH" will usually lead them to the Welsh Government website, from which they are redirected to RPW Online, through which they can access 'Manage My CPH.' At this point, the user's goal is to access the platform. However, the journey can feel fragmented. Multiple redirects and the

absence of a clear entry point to the platform can result in confusion. Additionally, encountering a large volume of guidance documentation early in the process feels overwhelming to users before they have even begun using the platform. Pain points in this phase are related to the lack of clarity for entering the platform and the absence of a separate entry portal for a platform with its own unique functions. These challenges could be mitigated either by creating a direct portal for 'Manage My CPH' or by streamlining and simplifying the current access process to make entry more intuitive.

- 4.18 Usage: This phase encompasses the user's direct interaction with the platform to complete specific tasks. These include transitioning an existing CPH number to the new system, registering a new permanent or temporary CPH (tCPH), creating a Temporary Land Association (TLA), adding or removing land, or closing a CPH. Users expect to complete these actions smoothly and independently, without needing significant external assistance. To meet users' expectations, the platform should provide a seamless, intuitive experience, minimising unexpected steps or errors and enabling users to complete tasks from start to finish with clarity and confidence. Pain points related to the use of 'Manage My CPH' are explored in greater detail later in the report, along with suggestions for optimisation. The main challenges mapped in the journey regarding the usage phase start with the lack of an intuitive and user-friendly design, with clearly defined actions to support seamless navigation. Additional pain points included the system's low error recognition and limited recovery options, the resource intensiveness, particularly the frequent reloading of the map, negatively affecting the user experience, especially for those with weak internet connections and the absence of personalisation that can further hinder user engagement.
- 4.19 Support and continuous use: This phase covers both immediate support needs and long-term engagement with the platform. While using the platform, users may require assistance with troubleshooting or clarification on specific processes. Seeking telephone support via the contact centre tends to leave users feeling well-supported. However, guidance documents may feel overwhelming due to their length and density, and users are not currently well-supported within the platform in a consolidated manner or in alternative ways, such as a chat or a Frequently Asked

Questions (FAQ) section. As users become more familiar with the platform, some may continue to engage with it regularly to manage their CPH data. Others may disengage if the system remains too complex or unintuitive. However, repeated use often leads to increased familiarity and confidence, enabling users to complete tasks more quickly over time. Prominent pain points of this phase are related to the absence of sufficient guidance within the platform and the complicated navigation of the platform, which might lead to disengagement. Initial ways to adjust support and guidance-related issues can include enhancing the visibility of already available material and making this material easily accessible by adding relevant sections or clear links within the platform and introducing an FAQ section for quick support. In terms of continuous use, optimising the platform's performance will help ensure a smooth user experience (i.e., simplify design, minimise to necessary elements).

Nielsen's usability heuristic assessment

- 4.20 The usability heuristics assessment followed the framework of Nielsen's usability heuristics, with each of the ten heuristics evaluated individually. Overall, the 'Manage My CPH' platform fell between Level 2 and 3 on Nielsen's usability scale. This means the platform has both minor and critical usability issues that can negatively impact the ease of use of the platform and present challenges for its users. The following section outlines the reasoning behind the score for each usability heuristic and sets out design suggestions to address the pain points identified. A link to the full usability heuristic assessment spreadsheet can be found [here](#).

Pain points and recommendations

- 4.21 The remainder of this section identifies key 'pain points' of the existing 'Manage My CPH' system and proposes recommendations to resolve these. Many of these recommendations are incorporated into wireframes (see 4.42).

Visibility of systems status (Nielsen's Level 3)

- 4.22 Pain points: The design does not consistently communicate what is happening within the platform to users. There are no clear visual cues to inform the users about where they are in the platform and how far they are in the process of

completing a task. Secondly, the purpose of the platform and the tasks that can be performed are not immediately clear once entering, something also mentioned by survey participants during the Fieldwork phase. For example, the option to add a new CPH is currently not intuitively located, which may lead to users missing it or struggling to find it. This lack of upfront direction can leave users feeling lost or unsure of how to begin, slowing their ability to navigate and complete necessary actions efficiently. Furthermore, user flows for different tasks are complicated and not easily noticeable to the user. Penultimately, any updates for completed or pending tasks can be found within "Messages," which includes everything related to RPW Online and not only Manage My CPH, so this prevents the updates from being easily visible and might also lead to poor information architecture by burying important updates under excessive content. Finally, block numbers are currently not visible on the map.

4.23 Recommendations:

- Incorporating visual progress indicators, such as progress bars, can help communicate to the users how far they are in the process. In a multi-step process, like application submissions, this helps manage user expectations and encourages completion of the task.
- To increase wayfinding, the user should be given two different path options when entering the website that lead to the following tasks and steps: i) create a new CPH number and ii) manage an existing CPH number.
- Define clear task flows to guide the users through each process.
- The user experience would benefit from the creation of a separate built-in messages feature for 'Manage My CPH' for as long as it remains a platform integrated to RPW Online. In the long term, the previous recommendation will be immediately effective if the platform has a separate login portal and is independent of RPW Online.
- Displaying the block number or names when selecting or hovering over it on the map will increase visibility of the system's status.

Match between the system and the real world (Nielsen's Level 2)

- 4.24 Pain points: The system uses terminology (e.g., "Primary Production Location (PPL)" or "Main Handling Facilities") that is not explained throughout. This can pose a struggle for new users, especially those who are unfamiliar with the industry.

Users expect short explanations or quick descriptions within the platform of tasks as a quick reminder while using 'Manage My CPH,' without having to search in the guidance material. Additionally, during the Fieldwork phase of this review, some participants mentioned that they can use the platform only in English, as the Welsh language used does not align with the frequently used, everyday language.

4.25 Recommendation:

- Using simple language and jargon avoidance will facilitate the user's experience while interacting with the platform, as will the inclusion of brief tooltip explanations or short descriptions when terminology is used. Offering 'Manage My CPH' in 'Cymraeg Clir' or less technical Welsh will allow users to use the platform in their preferred language.

User control and freedom (Nielsen's Level 3)

4.26 Pain points: After starting a task, it is not possible for a user to exit the process. There is a "Start again" button, but it is only displayed to users once the process has been completed. Additionally, users mentioned in the Fieldwork phase that if they initiated an action by mistake, then the system struggled to facilitate going back to the previous step.

4.27 Recommendation:

- Inclusion of visible and easily accessible "emergency exits" for stopping a process. The design should also include a warning informing the users that if they exit the process, their input so far will be lost. If possible, the design can support undo and redo functions and shortcuts for more experienced and tech-savvy users.

Consistency and standards (Nielsen's Level 2)

4.28 Pain points: There is a lack of clarity in summary types. Users encounter various types of summaries throughout the platform (CPH summary, tCPH summary, etc.), but the differences between them are unclear. There is a similar lack of consistency in naming conventions. For example, a specific number dedicated to land parcels is either called "Parcel ID" or is broken into two parts, the "sheet reference" and "field number." Multiple terms are used to describe the same concept, potentially creating confusion, especially for new or occasional users. Additionally, when a task is

completed, the system informs the user that a copy of their application will be saved in their “Messages,” but the respective menu feature is called “Correspondence,” and within that, the user can find messages regarding every matter related to RPW online.

4.29 Recommendations:

- Make the differences between summary types clearer by changing titles and description text, adding tooltips or descriptive labels, and using different colours to increase intuitiveness. Use consistent titles, terminology, buttons and icons throughout the system.
- The use of consistent name conventions and terminology throughout the platform will ensure seamless navigation. For example, it might improve clarity if the confirmation notification of a submitted application mentions “Correspondence” as well. The notification could say, “A copy of your application will be saved in Messages. You can find your messages under Correspondence.” This could help users’ awareness of where important information is located and how the platform is structured.

Error prevention (Nielsen’s Level 2)

4.30 Pain point: The platform includes constraints to help users avoid errors (for example, for integrating land parcels registered in another CPH). However, the design could be more intuitive to ensure the prevention of errors from occurring.

4.31 Recommendation:

- Constraints should be communicated earlier in the process to prevent errors. The map could have a filter for unavailable registered land parcels, so those will not be possible to select from the beginning.

Recognition rather than recall (Nielsen’s Level 3)

4.32 Pain points: The system lacks targeted explanations of key terms, which may lead users to seek information outside the platform. Also, this platform requires users to already have certain information on hand to complete tasks. This makes in-platform guidance and support especially important.

4.33 Recommendations:

- Maintain consistency in terms and help the user understand what information is required to complete a task.
- Clear explanations, tooltips, and contextual help can significantly ease the process and help users achieve their goals more efficiently.

Flexibility and efficiency of use (Nielsen's Level 2)

4.34 Pain point: The design can become more flexible to allow personalisation, for example, in accommodating frequently used tasks or differentiating between user types, such as experienced and new users.

4.35 Recommendations:

- It would enhance personalisation if users were able to rename or sort blocks sequentially.
- The platform can be personalised according to the level of experience of a user with the platform. A new user can have, for example, an "e-learning view" option, in which they will be navigated through every task, and a frequent user can have saved actions or a favourites section for frequent tasks.

Aesthetic and minimalist design (Nielsen's Level 2)

4.36 Pain point: The platform's design can be more intuitive, especially for non-tech-savvy people, to effectively help users navigate through the various tasks they need to perform. The less intuitive a design is, the more users may struggle to find features, understand task flows, or complete actions efficiently. Typography, colour, and iconography need to be thoroughly considered to align with accessibility requirements and improve usability and easy navigation.

4.37 Recommendations:

- Consistent styling, naming, and placement of buttons and UI components will reduce confusion and improve usability.
- In multi-step processes, like application submissions, visual progress indicators help manage user expectations and encourage task completion. This can be actioned by incorporating a progress bar to visualise to users how far they are in the process.

- Apply design principles, such as proximity (grouping related items) and similarity (items that have similar characteristics and are assumed to be related), to enhance visual hierarchy and user flow.
- The visual design can be improved to match user expectations and enhance wayfinding and navigability. Proper text alignment, font size, type, and spacing can boost clarity, readability, and accessibility.
- Implement high contrast colour combinations to ensure an accessible navigation.
- Familiar and easily recognisable icons can reduce cognitive load and help users quickly identify their functions.

Help users recognise, diagnose and recover from errors (Nielsen's Level 3)

4.38 Pain points: The system does not offer sufficient explanation when users receive errors (for example, a red cross on the side of a CPH number) or offers ways to overcome those. Another error-related pain point raised by participants involved users attempting to click on the map before answering required questions, finding themselves in a situation they were unsure how to solve. The users should first respond to the question and then select land on the map, but the platform provides no clear steer on how to do this. As a result, users were unsure how to proceed or correct the issue, highlighting a need for better support in recognising and recovering from this error.

4.39 Recommendations:

- The use of tooltips or hover-over text to describe the error can help error recognition and recovery. For example, the error of selecting a land parcel before responding to required questions can be avoided by introducing a clear warning or prompt.
- Guiding the users through the correct sequence, such as highlighting unanswered questions or providing step-by-step instructions, would assist in the successful completion of the task.

Help and documentation (Level 3)

4.40 Pain point: Guidance and help throughout the platform are not sufficient. There is no link to the e-learning package in 'Manage My CPH,' and most Fieldwork participants mentioned no familiarity with it.

4.41 Recommendations:

- A dedicated "Help" section, always reachable using a button shortcut, that consolidates all available help and guidance sources will help users navigate smoothly.
- A "Glossary" feature, including descriptions of basic tasks and explanations for the most common terms, can act as a quick guide and reminder on choosing the most suitable tasks for the user's needs.
- Clear button labelling and terminology explanation are essential. The use of tooltips or descriptive labels according to best practice will ensure understanding of each button's function and the meaning of each term without confusion or uncertainty.
- Direct access to the e-learning module within 'Manage My CPH' will increase its visibility and help users navigate and complete desired tasks.
- The development of an FAQ section for common user questions will provide quick and simple answers.

Wireframes and interactive prototypes

4.42 To visually present recommendations for a future improved version of the platform, wireframes and interactive prototypes were created. Wireframes are basic visual blueprints that capture a single web page or interface, which can then be linked together in an interactive prototype. These were designed to highlight key suggestions to overcome core pain points, aiming to improve usability and address overall user experience issues.

4.43 It is important to note that the UX assessment (used to develop wireframes) was not based on direct user testing or a full individual walkthrough of the platform. Because of this, the recommendations and wireframes should be viewed as initial ideas and visual blueprints, and further validation and user testing would be needed before

moving forward with implementation (please see also the *disclaimer for wireframes* for reference).

- 4.44 Wireframes implementing suggested changes are set out below. Each wireframe highlights the most prominent changes to improve 'Manage My CPH' usability and user experience across the four identified pain point categories: guidance, navigation, consistency, and UX. The link to an interactive prototype displaying the suggestions can be found [here](#).

Wireframe 1: Accessing Manage My CPH

- 4.45 Currently, users can only log in to 'Manage My CPH' through RPW Online, accessed indirectly from a Welsh Government webpage. This makes the discoverability of the platform complicated for potential users and potentially causes confusion. One way to address this is to create a dedicated, separate portal for the platform, allowing immediate access to users. Alternatively, a suggestion for an improved layout of the current Welsh Government website's page can be seen in Figure 1, providing a clearer starting point for logging in to the platform and enhancing visibility of how to access the platform.

Figure 4. Accessing Manage My CPH

RPW Online: using 'manage my CPH'

How to use manage my CPH to request new CPH (County Parish Holdings) numbers or to manage the land included within a CPH. Part of: County Parish Holdings and livestock movements
Read details First published: 12 February 2018
Last updated: 26 July 2018

Access manage my CPH

How to access: [Log in via RPW Online](#)

Guidance

- How to use 'manage my CPH'

 **RPW Online: using 'manage my CPH'**
This file may not be suitable for users of assistive technology.
Request a different format.

- E-learning platform
- Get a County Parish Holding (CPH) number
- How to add additional land to CPH: video tutorial [↗](#)
- How to transition a CPH (simple example): video tutorial [↗](#)

Help

- Telephone number
- Email:
- Postal address:

RELATED

County Parish Holdings and livestock movements

- County Parish Holdings and livestock movements: new rules FAQs
- County Parish Holdings and livestock movements: updated guidance

Wireframe 2: Landing page with clear action paths and consolidated guidance

4.46 The main introduced features are the following:

1. Two clear starting points (acting as buttons) for the main paths of the platform:
i) Create a new CPH or ii) Manage an existing CPH. Both starting points display the actions included in each path, to give the user clear options for available actions.
2. Explanation tooltips (hover over or clickable) for terminology or specific tasks to help new users familiarise themselves with the platform or act as a reminder for more frequent users.
3. Help modal: The help button on the top right is designed to include every available form of help consolidated in one location. The button is present and accessible always in the same place to enhance the consistency of the system.
4. Glossary: This feature contains a breakdown of basic tasks with short descriptions and explanations of basic terminology. It can be used as a quick guide immediately available within the help modal.
5. Every page could benefit from brief descriptions of its purpose and basic functionality.

Figure 5. Illustrative landing page

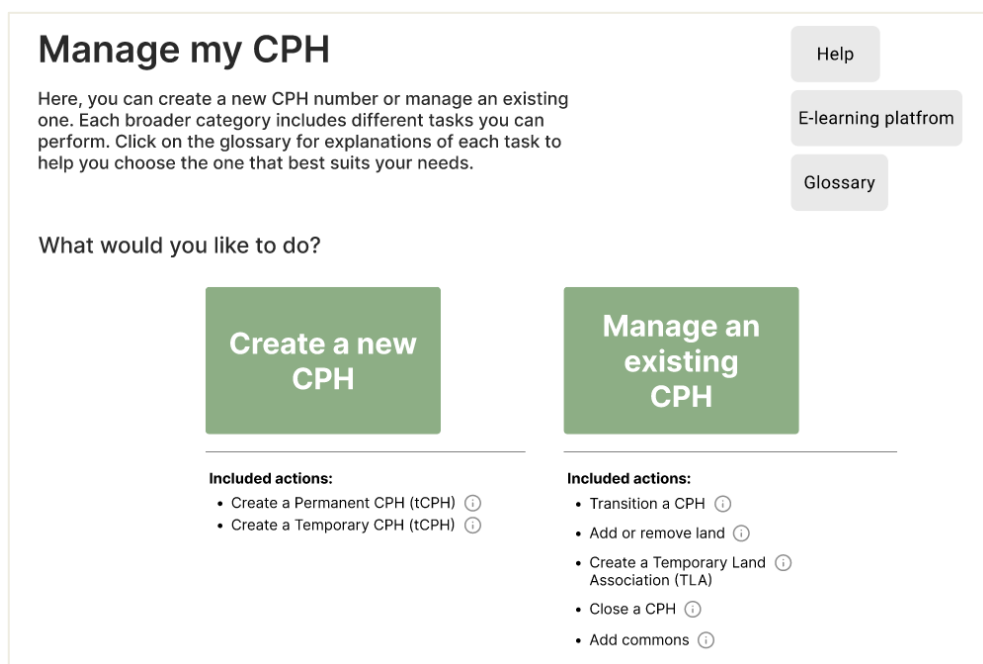


Figure 6. Help modal

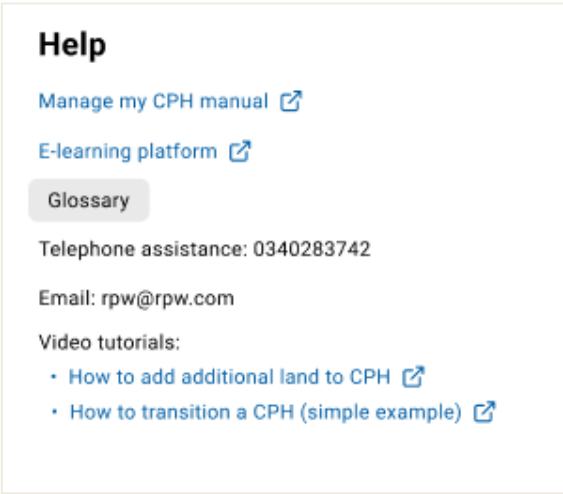


Figure 7. Glossary

Glossary

This is a glossary of key terms and tasks within 'Manage my CPH'. For full definitions, please refer to the formal guidance.

CPH Types for creating a CPH	Description
Permanent CPH	This should be used for any land which will be managed by you for a year or longer. Permanent CPHs can be easily closed when they are no longer required (see below).
Temporary CPH (TCPH)	This should be used for land which will be managed by you for less than 365 days. If you take on land regularly (e.g. every summer), you may wish to make you TCPH 'recurring' so it becomes active for specific dates every year (e.g. every summer). A TCPH has its own CPH number and requires adherence to 6-day standstills.

Other tasks	Description
Transition a CPH	The Welsh Government introduced a modernised CPH system in 2016, but 40% of CPHs are not yet transitioned. Transitioning includes a host of benefits – including a 10-mile radius for unregistered movements rather than 5-miles. To transition, please click 'Manage an Existing CPH' and then 'Edit' – you may watch this video for more information.
Add or remove land	If you wish to add land to a CPH on a permanent basis, you should add land to that CPH directly – as demonstrated in this video . If you wish to add common land to a CPH, please consult the Manage my CPH Guidance. If you wish to remove land from a CPH, you may do this by clicking 'Edit' next to the CPH.
Create a Temporary Land Association (TLA)	This can be used for land within 10-miles an existing CPH which you control. This will add the land to your existing CPH for up to 364 days. You can make a TLA 'recurring' so it is active for specific dates every year.
Close a CPH	If you no longer need or use a CPH, you may close it. This will delete the CPH. It can be done by 'Managing an Existing CPH' and clicking 'Close'.

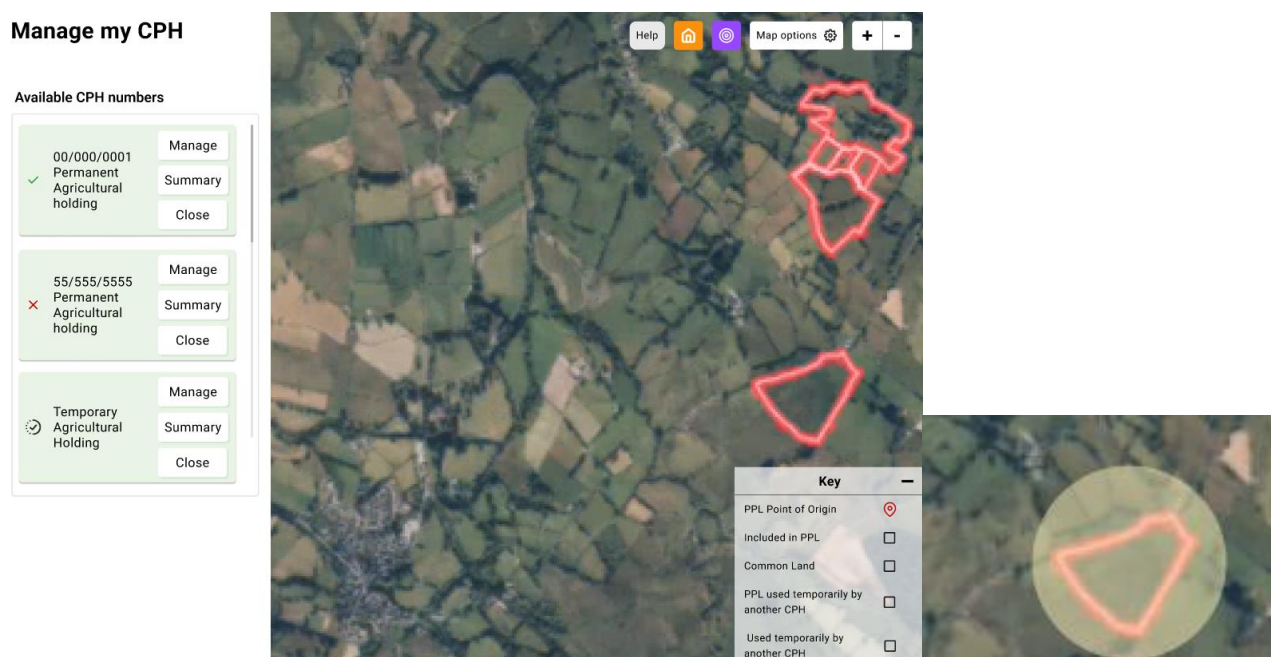
Wireframe 3: Manage a CPH

4.47 The main introduced features are the following:

1. Small UI changes were implemented that can be taken further into consideration, for example, larger buttons and font size. The green box represents every available CPH number. By clicking on the box, the land included in that CPH is highlighted on the map.
2. “Toolbox”: A suggestion would be to gather all buttons in one location on the map (top right corner), for ease of navigation and consistency.

3. Clear titles can help users easily recognise the functionality of each feature. For example, in this wireframe, “Available CPH numbers” is above the respective section.
4. Simple and easily recognisable iconography to help users understand the status of their CPH numbers. Tooltips can also be added here to enhance recognition of the icon’s meaning.

Figure 8. Suggested changes to Manage My CPH user interface



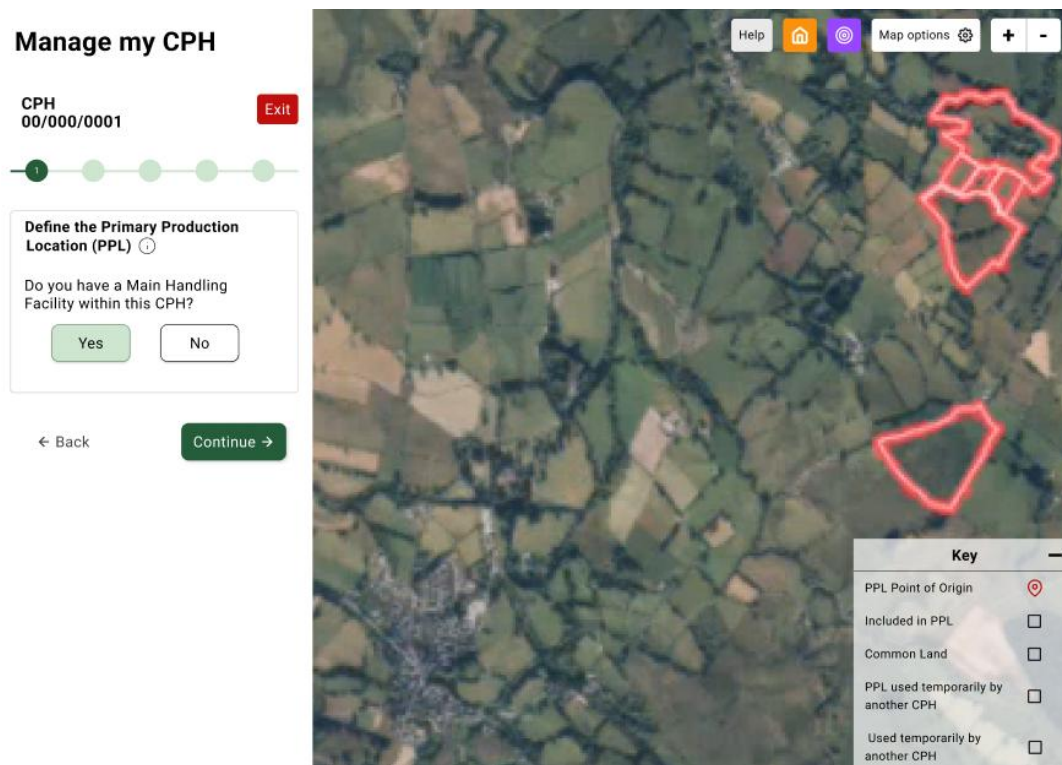
Wireframe 4: Task module and persistent map

4.48 The main introduced features are the following:

1. Task module: Data gathered during the scoping phase revealed that potential ‘Manage My CPH’ users found the platform confusing and lacking clarity, leading them to disengagement. To improve task flow, we recommend creating a task module that will act as a fixed location where each task of the platform starts and is completed. Once the user has selected a step, the “Continue” button will be activated to proceed to the next one. The user can also go to the previous step.
2. Persistent map: To overcome the functionality and loading issues caused by the constant reloading of the map, especially in areas with weak Internet connections, we propose making the map persistent. This means the map will be a fixed feature continuously loaded to facilitate functionality.

3. Progress bar: To enhance system visibility and the continuous awareness of the user of the task's status, we suggest including a progress bar. In multi-step processes, like application submissions, visual indicators help manage user expectations and encourage task completion.
4. Exit button: We included an exit button in the design to offer an “emergency exit” to the user if they do not wish to complete a task. Once a user presses this button, a warning dialogue box will open informing them that progress will be lost and confirming that they wish to exit.
5. Choice buttons: We have replaced dropdown menus when few options are available with buttons to increase speed, visibility, and accessibility.

Figure 9. Illustrative task module and persistent map

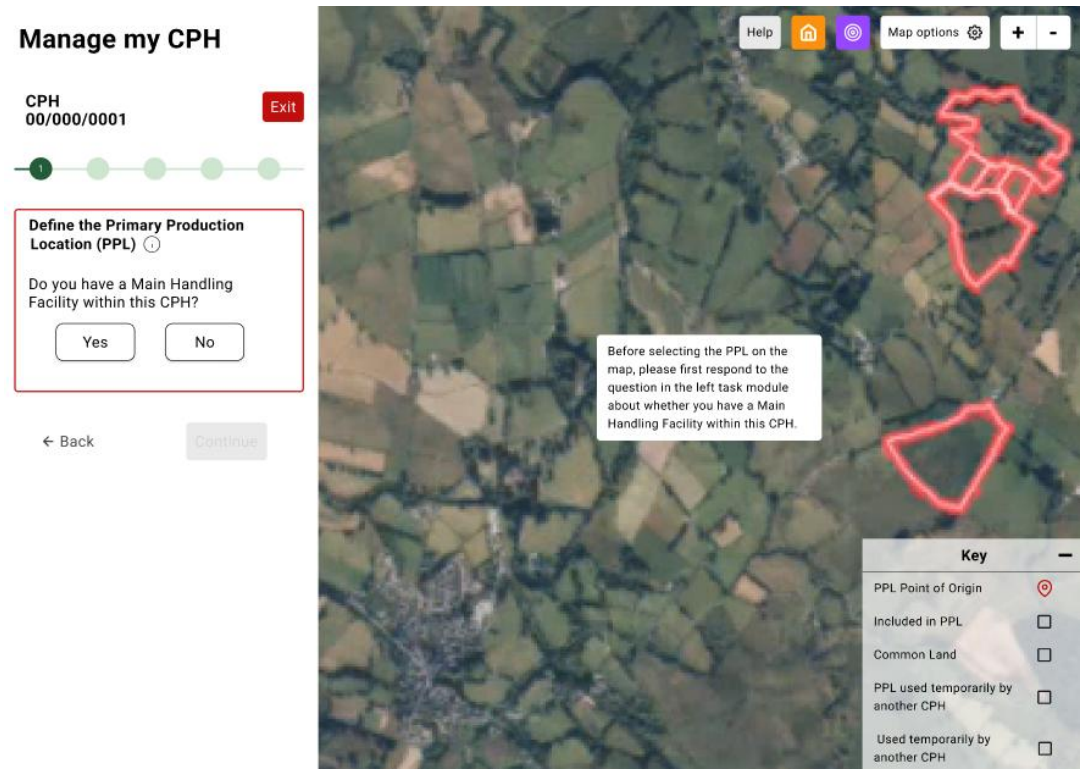


Wireframe 5: Error avoidance

- 4.49 This wireframe visualises a design approach for error prevention and reduction. Specifically, it demonstrates how the system will proactively guide the user by displaying a warning notification, when necessary, if steps are skipped. If the user attempts to select a land parcel on the map before responding to the required question, the system will provide a clear warning informing them that they must first respond to the required question before proceeding to interact with the map. By

doing so, the interface can prevent invalid actions, ensuring a smooth task flow and improving overall user experience.

Figure 10. Suggestions for error avoidance



Wireframe 6: Summary layout

- 4.50 This wireframe was created with the aim of improving the layout of the summary window. All CPH details are included in a box vertically, to improve readability, while deactivated checkboxes were replaced with clear iconography (green ticks and red crosses).

Figure 11. Suggested changes to summary layout

CPH Number ⓘ

xx xxx xxxx

tCPH Number

[...]

CPH Type

Temporary
Agricultural
Holding

Primary CPH

No

CPH status

Main Handling
Facilities

PO Type

[...]

tCPH Start
Date

23/01/2025

tCPH End
Date

06/02/2025

Block 1 (PPL)

View on map

Parcel ID
SNxxxx xxxx

Start Date

End Date

PO

✓

In PPL

✓

Cross border

✗

Parcel ID
SNxxxx xxxx

Start Date

End Date

PO

✗

In PPL

✓

Cross border

✗

Block 2

Parcel

Start Date

PO

✗

In PPL

✓

Cross border

✗

← Back

Start again

Declare and submit

Print

Help

Exit

36

5. Recommendations

- 5.1 This review is informed by extensive stakeholder engagement, including interviews with delivery partners and a survey, focus groups, and workshops with 'Manage My CPH' users. This formed a key part of the policy recommendations and UX audit.
- 5.2 It is useful to summarise the technical limitations discussed in paragraphs 4.1 to 4.8 before highlighting this report's conclusions. Firstly, direct access to 'Manage My CPH' through a dummy account was not possible, meaning all recommendations are based on alternative sources, such as the e-learning package and a demo walkthrough from RPW Online. Secondly, the wireframes provided in this report are intended solely as visual guidance or blueprints rather than polished, production-ready interfaces. Third, and most importantly for this section, it is the Welsh Government, delivery partners, and wider stakeholders who must decide to adopt any or all of these recommendations. Finally, any technical effort estimates provided in this report are indicative, high-level guidelines intended to communicate the relative complexity and implementation effort of suggested UI/UX improvements and have not been validated by RPW Online.

Collation of recommendations of the review of County Parish Holdings

- 5.3 The following **policy recommendations** are made in the report in Chapter 3.
- **Recommendation 1:** Remove the requirement for common land to be adjacent to a Primary Production Location (PPL) in transitioned CPHs, subject to a satisfactory Veterinary Risk Assessment.
 - **Recommendation 2:** Introduce an ability for temporary CPH's to 'recur' every year, like recurring Temporary Land Associations currently can.
 - **Recommendation 3:** Issue the same number for repeated temporary CPHs and Quarantine Units, rather than new numbers each time they are renewed.
 - **Recommendation 4:** Introduce a one-year deadline to transition to the newer version of CPH numbers and rules. This should follow the implementation of Recommendation 1, the development of a support package, and begin at a time suitable for the Welsh Government and industry.
 - **Recommendation 5:** Further scope the potential for the creation of a 'One-Stop Shop' for the issuing of CPH numbers and flock and herd numbers in Wales.

5.4 The following **technical recommendations** are made in the report in Chapter 4. Reviewing the Wireframes and interactive prototypes alongside these recommendations will support understanding and visualisation of key technical recommendations.

- **Recommendation 6:** Incorporating visual progress indicators, such as progress bars, can help communicate to the users how far they are in the process. In a multi-step process, like application submissions, this helps manage user expectations and encourages completion of the task.
- **Recommendation 7:** To increase wayfinding, the user should be given two different path options when entering the website that lead to the following tasks and steps: i) create a new CPH number and ii) manage an existing CPH number.
- **Recommendation 8:** Define clear task flows to guide the users through each process.
- **Recommendation 9:** The user experience would benefit from the creation of a separate built-in messages feature for 'Manage My CPH' for as long as it remains a platform integrated to RPW Online. In the long term, the previous recommendation will be immediately effective if the platform has a separate login portal and is independent of RPW Online.
- **Recommendation 10:** Displaying the block number or names when selecting or hovering over it on the map will increase visibility of the system's status.
- **Recommendation 11:** Use of simple language and jargon avoidance will facilitate the user's experience while interacting with the platform, as will the inclusion of brief tooltip explanations or short descriptions when terminology is used. Offering 'Manage My CPH' in 'Cymraeg Clir' or less technical Welsh will allow users to use the platform in their preferred language.
- **Recommendation 12:** Inclusion of visible and easily accessible "emergency exits" for stopping a process. The design should also include a warning informing the users that if they exit the process, their input so far will be lost. If possible, the design can support undo and redo functions and shortcuts for more experienced and tech-savvy users.
- **Recommendation 13:** Make the differences between summary types clearer by changing titles and description text, adding tooltips or descriptive labels, and using different colours to increase intuitiveness. Use consistent titles, terminology, buttons, and icons throughout the system.
- **Recommendation 14:** The use of consistent name conventions and terminology throughout the platform will ensure seamless navigation. For example, it might

improve clarity if the confirmation notification of a submitted application mentions “Correspondence” as well. The notification could say, “A copy of your application will be saved in Messages. You can find your messages under Correspondence”. This could help users’ awareness of where important information is located and how the platform is structured.

- **Recommendation 15:** Constraints should be communicated earlier in the process to prevent errors. The map could have a filter for unavailable registered land parcels, so those will not be possible to select from the beginning.
- **Recommendation 16:** Maintain consistency in terms and help the user understand what information is required to complete a task.
- **Recommendation 17:** Clear explanations, tooltips, and contextual help can significantly ease the process and help users achieve their goals more efficiently.
- **Recommendation 18:** It would enhance personalisation if users were able to rename or sort blocks sequentially.
- **Recommendation 19:** The platform can be personalised according to the level of experience of a user with the platform. A new user can have, for example, an "e-learning view" option, in which they will be navigated through every task, and a frequent user can have saved actions or a favourites section for frequent tasks.
- **Recommendation 20:** Consistent styling, naming, and placement of buttons and UI components will reduce confusion and improve usability.
- **Recommendation 21:** In multi-step processes like application submissions, visual progress indicators help manage user expectations and encourage task completion. This can be actioned by incorporating a progress bar to visualise to users how far they are in the process.
- **Recommendation 22:** Apply design principles, such as proximity (grouping related items) and similarity (items that have similar characteristics and are assumed to be related), to enhance visual hierarchy and user flow.
- **Recommendation 23:** The visual design can be improved to match user expectations and enhance wayfinding and navigability. Proper text alignment, font size, type, and spacing can boost clarity, readability, and accessibility.
- **Recommendation 24:** Implement high contrast colour combinations to ensure an accessible navigation.
- **Recommendation 25:** Familiar and easily recognisable icons can reduce cognitive load and help users quickly identify their functions.
- **Recommendation 26:** The use of tooltips or hover-over text to describe the error can help error recognition and recovery. For example, the error of selecting

a land parcel before responding to required questions can be avoided by introducing a clear warning or prompt.

- **Recommendation 27:** Guiding the users through the correct sequence, such as highlighting unanswered questions or providing step-by-step instructions, would assist in the successful completion of the task.
- **Recommendation 28:** A dedicated “Help” section, always reachable using a button shortcut, that consolidates all available help and guidance sources will help users navigate smoothly.
- **Recommendation 29:** A “Glossary” feature, including descriptions of basic tasks and explanations for the most common terms, can act as a quick guide and reminder on choosing the most suitable tasks for the user’s needs.
- **Recommendation 30:** Clear button labelling and terminology explanation are essential. The use of tooltips or descriptive labels according to best practice will ensure understanding of each button’s function and the meaning of each term without confusion or uncertainty.
- **Recommendation 31:** Direct access to the e-learning module within ‘Manage My CPH’ will increase its visibility and help users navigate and complete desired tasks.
- **Recommendation 32:** The development of an FAQ section for common user questions will provide quick and simple answers.

6. Appendices

6.1 This section includes a series of Appendices that can be used to contextualise findings and recommendations. More specifically, the following are included:

- Appendix A: Findings from a survey of 'Manage My CPH' users
- Appendix B: Findings from focus groups with 'Manage My CPH' users
- Appendix C: Findings from recommendation-feedback workshops with 'Manage My CPH' users
- Appendix D: Findings from interviews with delivery partners
- Appendix E: Findings from focus group with LIDAG stakeholders

Appendix A: Findings from a survey of 'Manage My CPH' users

6.2 A survey was open from the 9th of January 2025 to the 14th of February 2025. The target audience was users of the 'Manage My CPH' system, with this audience primarily reached through a 'broadcast message' within the RPW Online messaging function sent on the 10th of January 2025.

6.3 The survey included 13 research questions and a question confirming agreement with the terms and conditions. These questions were as follows:

- 1) Please confirm that you have read and understood the privacy notice for this survey, and indicate whether you are willing for your responses to be anonymously quoted in research outputs.
- 2) What type(s) of livestock do you primarily keep?
- 3) What version of CPH are you using?
- 4) Could you describe in your own words the purpose of CPH numbers? Please consider their use in livestock operations, compliance, and reporting.
- 5) What features of 'Manage My CPH' do you find most useful?
- 6) How well do CPH numbers support your livestock-keeping operations and compliance requirements? Please explain answers, if possible.
- 7) What are the main challenges you experience when using 'Manage My CPH' (e.g., technical issues, clarity of rules)?
- 8) What are the main challenges you experience when using CPH numbers in other systems (e.g., EIDCymru, BCMS, shows, and auctioneers)?
- 9) Do you feel that there is sufficient guidance to support livestock keepers when using CPH numbers and 'Manage My CPH'? If not, how could guidance be improved?

- 10) If you have created or used a 'temporary CPH,' please describe your experience of using this function (e.g., ease of setup, clarity of rules, any challenges).
- 11) If you have created or used a 'Temporary Land Association,' please describe your experience of using this function (e.g., ease of setup, clarity of rules, any challenges).
- 12) Do you believe that the support services available from the Welsh Government (the Farm Liaison Service) and Rural Payments Wales are adequate? How could they be improved?
- 13) What changes or improvements would make CPH processes easier for you to use?
- 14) Are there any further comments you would wish to share regarding CPH processes, systems, or guidance?

- 6.4 A total of 159 responses were received, although only 137 responses agreed to the terms and conditions that allowed them to complete the survey. These are described below as 'valid responses.' The survey was hosted using Microsoft Forms. Quotations have been used to illustrate perspectives with minor adjustments to improve spelling, grammar, and readability.
- 6.5 Respondents were asked to identify the types of livestock they primarily keep, with the option to identify multiple livestock. Of the 137 valid responses, the results were as follows:

Livestock	Number of responses that included reference to this livestock type
Sheep	103
Cattle	57
Poultry	7
Pigs	5
Horses	4
Other	6 (inc. donkeys, alpacas, and bees)
No livestock or no response	3

- 6.6 Respondents were also asked to describe the version of CPHs they are currently using. The purpose of this was to identify the degree to which respondents had 'transitioned' their CPH to the new system and to test awareness of transitioning. Of the 137 valid responses, 91 (66%) stated they were not sure which version they

were using, 22 (16%) stated they were using the older version of CPHs and have not transitioned their CPH, and 19 (14%) stated they are using the new version of CPHs and have transitioned their CPH. Five (4%) provided 'other' responses, with two of these stating they use both as they are an agent, one stating they use paper movement licenses, one stating they would prefer to use paper but must use an online system, and one stating they do not have a CPH. Due to the low number of respondents being able to state whether they have transitioned or not, this analysis of survey responses will not provide breakdowns of other responses according to this variable.

6.7 Survey respondents were asked to describe the key purpose of CPH numbers. The most frequent themes raised by respondents were as follows:

- Traceability and disease control were raised in a majority of responses. Respondents raising this theme stated that CPH numbers are primarily used to track livestock movements, identify the location of animals, and control disease outbreaks. Some responses raising this theme are quoted below:
 - "To help trace livestock and to help prevent and control disease." (Cattle keeper)
 - "To check how much livestock is about. To be able to manage disease outbreaks in areas. To manage the movement and disposal of livestock. To be able to produce data and management info to inspections." (Sheep keeper)
- Many respondents raised the identification of land parcels as a key theme. Those raising this theme stated that CPH numbers uniquely identify farms, land parcels, and livestock holdings, enabling clear communication and compliance with regulations. Some raising this theme seemed to believe that CPH numbers are used in relation to the administration of Basic Payment or farm identification, which are more closely linked to other RPW Online services, such as 'Manage my Land.' Some responses raising this theme are quoted below:
 - "To identify the farm and attached land" (Sheep keeper)
 - "Locates the farm" (Cattle keeper)

- “Movements and Basic payment scheme, ordering ear tags, and farm connect activities” (Sheep keeper)
- Some respondents to this survey stated that CPH numbers have no purpose for farmers or wider society.
 - “I have no idea the purpose of CPH numbers.” (Goat keeper)
 - “No idea.” (Horse and Sheep keeper)

6.8 When asked to describe the features users find most useful within ‘Manage My CPH,’ respondents raised a variety of themes. A large group stated they rarely or never use ‘Manage My CPH’ and therefore did not state useful features. Another group stated negative perceptions of ‘Manage My CPH,’ including responses such as:

- “Haven’t used it, was too complicated.” (Sheep keeper)
- “I find managing my CPH too technical.” (Sheep and Cattle keeper)
- “I thought my CPH was fixed. I have no idea what there is to ‘Manage’.” (Sheep keeper)

A slightly smaller group of respondents stated that the system works very well, but did not provide significant detail:

- “Everything - I think it's really good.” (Sheep keeper)
- “Great support. Easy way to supply information about any changes on holding.” (Cattle keeper)

Some respondents raised specific features that they appreciated within ‘Manage My CPH.’ These included the map, ease of adding land parcels, and the ease of using Temporary Land Associations (TLAs).¹

- “Applying for temporary holding numbers and TLAs.” (Sheep and Cattle keeper)

¹ Of the seven respondents who explicitly mentioned their appreciation of TLAs, which are only available in the new, transitioned version of ‘Manage My CPH,’ only one had stated that they had transitioned their CPH in an earlier question. Furthermore, one stated that they use the older version. The remainder were unsure as to the version they used. This is further evidence of keepers being unsure of whether they have transitioned or not.

- "Adding tack land to existing CPH." (Sheep keeper)
- "Online map, measuring tool for field sizes and boundary lengths." (Goat and Cattle keeper)
- "Maps." (Sheep keeper)
- "Instantly available." (Sheep and Cattle keeper)
- "Online convenience." (Sheep keeper)
- "I use the 'Manage My CPH' online and find it useful. I do not like drawing on maps and usually telephone RPW for guidance. They are very good and there is always someone there to help." (Sheep keeper)
- "This number has been with us for years and easy to remember." (Sheep and Cattle keeper)

Some users identified specific challenges in response to this question, with challenges loading maps being a key challenge among others.

- "Quite difficult when adding off-lying parcels that the only reference given to them is the Field parcel OS number, not any name or description given. It would be far more useful if it gave the 'name' or even location." (Sheep and Cattle keeper)
- "Maps don't load, so struggle to add ground or temporary CPH." (Sheep keeper)
- "The maps, but I have no idea how to manage them. Far too difficult for me and limited broadband speed here." (Sheep keeper)

6.9 Survey respondents were asked to describe how well CPH numbers support their livestock-keeping operations and compliance requirements. Most respondents expressed positive perceptions of CPH numbers, viewing them as essential, straightforward, and effective for traceability, compliance, and record-keeping. Some respondents saw CPH numbers as a bureaucratic necessity but do not perceive them as particularly helpful or supportive beyond compliance. Other respondents felt CPH numbers are irrelevant, overly complex, or add unnecessary bureaucracy to their operations. This type of response was more common amongst

self-described 'hobby' or 'pet' keepers. A selection of quotes is presented below to illustrate each theme.

- "It's an easily recognisable system, which all farmers are now used to." (Sheep keeper)
- "Perfectly simple. My CPH identifies my property, and if livestock moves on or off, then I report it." (Sheep keeper)
- "It's part of the required process, it just identifies and provides no support." (Cattle and Sheep keeper)
- "They are a requirement, so we adhere to their use." (Sheep keeper)
- "It's just a number in a box on forms that I have to fill in." (Cattle and Sheep keeper)
- "Not at all. It adds another layer of complexity with questionable benefit. Our holding can already be identified by postcode." (Cattle keeper)
- "It does ensure it's not like the wild west with animals moving everywhere unchecked (having farmed through foot and mouth and the impact it had). I do object to the poultry stuff being tied, it feels a bit ridiculous and impractical. Anyway, yes, it makes it easier than saying the full name of the place and who I am on each form... oh no, wait, I still have to do that too. As usual, there's a lot of duplication of information." (Pig, Sheep, Goat, and Poultry keeper)
- "Not really any support as all livestock are pets and will not move from their current location." (Sheep keeper)

6.10 Respondents were asked to identify the main challenges they experience when using 'Manage My CPH.' A variety of responses were received, with the following themes most prominent:

- Technical and usability issues were raised by a high frequency of respondents. Many respondents criticised the system for being outdated, clunky, and difficult to navigate. Issues with mapping tools, freezing, and poor user interfaces were common complaints.

- "It isn't a particularly user-friendly or well-designed online system. Given the advancements in tech and user interfaces, it's considerably far behind." (Cattle and Sheep keeper)
- "It hangs a lot. It must have been designed by a computer because there are so many anomalies in its language." (Sheep keeper)
- "Drawing a circular pond was extremely challenging.² The user interface is not very friendly." (Sheep keeper)
- "Website is very outdated and clumsy to negotiate. Finding info is very difficult as headings are very unhelpful." (Cattle keeper)
- A lack of guidance, explanations, and in-app clarity was highlighted as another challenge by many users of 'Manage My CPH.'
 - "Not very easy to use. Lots of links and doesn't always explain itself well." (Cattle and Sheep keeper)
 - "Terminology difficult to understand. Obligations not always clear." (Sheep keeper)
 - "I don't understand what I'm doing and figure it out as I go along." (Horse keeper and Goat keeper)
 - "Sometimes it's fiddley and could be better explained with perhaps a demo video." (Cattle and Sheep keeper)
- Lack of digital literacy was raised by some respondents, while others raised poor broadband connection as their main challenge.
 - "I find using a computer for these forms a challenge and much prefer to use paper versions." (Sheep keeper)
 - "IT technical issues, lack of use to become an expert user in mapping, and poor internet connection on the business premises." (Sheep keeper)

² This may be a confusion with 'Manage my Land,' which underscores a wider finding in the research of limited awareness of the differences between 'Manage my Land' and 'Manage My CPH.'

- "Hardly ever have reliable Internet. Have to revert to paper forms always. Rural location." (Sheep keeper)
- Limited functionality of the 'Manage My CPH' system was raised by other users, alongside specific policy issues, such as there being more stringent requirements in the transitioned version of 'Manage My CPH' regarding common land when compared to the older version.
 - "Many farmers don't update the CPH when they take on extra land or give up land. The system does not automatically update when using Manage my Land." (Sheep and Cattle keeper)
 - "Temporary CPHs are almost impossible for us. We apply for them for winter grazing for sheep only and have to tick the box to say one party is under TB restrictions, even though we are only moving sheep. [...] Nowhere on the form does it ask which category of animal you will be putting on that CPH." (Sheep and Cattle keeper)
 - "Methu ychwanegu tir rent oherwydd hawliad taliada y tenant blaenorol heb ddod i ben. Roedd y tenant blaenorol wedi gadael cyn diwedd y cyfnod taliad ddod i ben felly nid oedd Rheoli fy CPH yn caniatau i mi gysylltu'r CPH gyda fy naliad i. Ers hyn, nid wyf yn trafferth ceisio ychwanegu tir rent."³ (Sheep keeper)
 - "Since I have transitioned my CPH, I have common land that is not contiguous with the PPL, so it cannot be merged to my main CPH. The common land has to have a separate CPH, and a Pre-Movement test is required prior to any livestock movements between the main CPH and the common land CPH. I have common rights on four different commons all within the ten-mile radius so this means managing five CPHs. I, as a keeper, have to ensure that livestock movements to the common land CPH are reported, I read all tags and standstill rules also apply. Please,

³ Translation: "Unable to add rental land due to the payment claim of the previous tenant not ending. The previous tenant had left before the end of the payment period ended so 'Manage My CPH' did not allow me to link the CPH to my payment. Since this, I don't bother trying to add rental land."

can this be amended as it's ridiculous. This would be the reason why most farmers in Powys have not transitioned." (Sheep keeper)

- A small minority stated they faced no challenges and find the system simple to use.
 - "None whatsoever! Why on earth has some clever youngster decided to improve it. It works, please have a look/see!" (Beekeeper)
 - "Good system to use, just silly that TLA can't be 365 days a year and tCPH can't be annually recurring." (Sheep and Cattle keeper)
 - "Very clear. I have not experienced any technical issues." (Cattle keeper)
 - "It is not so much a problem to use it... it is the consequences if you make a mistake whilst using it that is the main problem." (Cattle and Sheep keeper)

6.11 Following this, respondents were asked if they feel that there is sufficient guidance to support livestock keepers when using CPH numbers and 'Manage My CPH' and how guidance may be improved. The majority of respondents expressing an opinion stated there is insufficient guidance, but a minority were satisfied with the guidance.

- "No. Clearer guidance (an idiot's guide) would be helpful." (Sheep keeper)
- "No. There still needs to be paper guidance copies that farmers could pick up at markets, agricultural suppliers, etc." (Agent)
- "No - it needs simplifying and simple instructions." (Sheep keeper)
- "It's not very clear when you use it. It talks about primary locations and addresses, which isn't clear." (Cattle and Sheep keeper)
- "Yes, with the help lines that are available and the assistance of the NFU for its members." (Sheep keeper)
- "Yes, good guidance." (Cattle and Sheep keeper)

Some respondents provided further recommendations to strengthen guidance in future, these included:

- "Stop putting guidance on a useless website that no one can access." (Cattle keeper)
- "The guidance is too complicated for normal farmers to understand. Hands-on training should be provided FOC [Free of Charge]!" (Sheep keeper)
- "A short introductory tutorial on how to use the system, what each area is for, and what is essential would be useful." (Sheep keeper)

6.12 Questions 10 and 11 asked survey respondents whether they have created or used a 'temporary CPH' or 'Temporary Land Association.' Of the 137 valid respondents, only 22 stated they have created a tCPH before. Of these, a handful stated that creating a tCPH is straightforward, but most stated the process is complicated. Some called for it to be possible for tCPHs to recur annually.

- "Experience was good." (Sheep keeper and Agent)
- "Not easy the first time round! But the more times I have to do this, the easier it becomes. Far from easy to understand." (Sheep keeper)
- "Had to have support from the [farming] Union" (Sheep and Cattle keeper)
- "This I found very challenging, I set up a temporary CPH, which I didn't need, then couldn't delete it, this was a few years back." (Sheep and Cattle keeper)
- "The application process of Temp holding number is good, but I do not like the Holding number having to change every year and having to notify BCMS/FAWL/Animal, etc. Why does it need to change?" (Sheep keeper)
- "Yes, easy but could not do annually reoccurring[?]" (Sheep and Cattle keeper)

Meanwhile, 24 of the 137 valid respondents stated they had used a Temporary Land Association (TLA) in the past. These respondents were relatively equally split between those stating that their application was straightforward and those who reported significant difficulties creating their TLA.

- "This was easy, thankfully." (Sheep keeper)

- “Works well once I got the map sorted. The help function could be made easier to navigate.” (Sheep and Cattle keeper)
- “Again, not an easy option to use when you cannot give a block of offlying land a "Name" and all parcels attached to it, should also be easier to make it recurring for seasonal summer grazing.” (Sheep and Cattle keeper)
- “This was a nightmare to do when my neighbour and I set up his TLA. Had to phone RPW and the person guided us through what to do. Seemed so complicated.” (Sheep keeper)
- “Difficult.” (Sheep and Cattle keeper)

6.13 Respondents were asked whether they believe the support services available are adequate, notably the Welsh Government’s Farm Liaison Service and RPW’s Customer Support Centre. Around two-thirds of respondents who expressed clear opinions stated that these services are excellent or adequate, and one-third stated they are unsatisfactory. Criticisms included slow response times, difficulty contacting knowledgeable personnel, and insufficient support for those with limited digital skills. A small number of respondents were unaware that the Farm Liaison Service still existed, indicating a potential communication gap and a lack of signposting to their services. There were calls for more face-to-face services.

- “When I am struggling with Manage My CPH, my point of contact is the Farm Liaison Team. This is a brilliant service that I recommend, it should be promoted more.” (Sheep keeper)
- “FLS service is fantastic - very helpful.” (Sheep keeper)
- “RPW are very helpful, however, not enough knowledge about informing APHA.” (Poultry keeper)
- “More qualified staff available, as they can be very slow in replying and solving problems.” (Cattle keeper)
- “RPW advice line has improved significantly in the last two years. I was not aware the FLS still existed, which may answer this question in part.” (Sheep keeper)

- “Reliance on all farmers having access and knowledge of online services and ability to use them with accuracy and confidence is difficult. Further support is needed for farmers without technical skills in this area.” (Sheep keeper)
- “RPW support has been helpful on the phone, but I need 'talking through' at a personal level, as I find it difficult to follow 'at a distance' instructions without being actually shown what is required.” (Sheep keeper)

6.14 Respondents were asked to describe further changes or improvements that would make CPH processes easier for them to use. The survey revealed a mix of satisfaction and frustration with CPH processes. While a small number of respondents were content with the current system and called for no major changes, the majority highlighted areas for improvement. The most frequent call was for a general simplification of CPH processes. The second most frequent suggestion was to modernise the ‘Manage My CPH’ system, including by improving it visually and making loading times faster. The third most frequent improvement was for clearer and more user-friendly guidance. Others called for stronger integration of ‘Manage My CPH’ with other systems, such as EIDCymru and ‘Manage my Land.’ Others called for the language to be simplified. Finally, there were some calls for a general reduction in the administrative burden for farmers and calls for paper forms.

- “Simplify it!” (Sheep keeper)
- "Modernising the website and better instructions." (Sheep keeper)
- “Finding ‘Manage My CPH’ is not straightforward on RPW. It needs to have its own box on RPW as it is currently found under the drop-down icon when you click on land.” (Sheep keeper)
- “I get confused when adding land because it appears in blocks. It looks like each block is a different holding number.” (Sheep keeper)
- “Idiot's guide to 'Manage My CPH' - or if it exists, make it easy to find!” (Sheep keeper)

- "How about integrating the systems? I mean it's a fairly basic principle, isn't it? One login, all services, one consistent interface." (Pig, Sheep, Goat, and Poultry keeper)
- "Surely it would be easier and more streamlined to have a system that uses the fields identified for subsidies, grants, and farm payments and link it to animal identification." (Sheep and Goat keeper)
- "I am old-fashioned and like paper copies of documents." (Sheep and Goat keeper)
- "The language used on the system is not farmer language." (Sheep keeper)
- "There's too much on the page! I cannot find what I am supposed to be looking for, and you use too many acronyms." (Sheep keeper)

Appendix B: Findings from focus groups with 'Manage My CPH' users

- 6.15 A series of focus groups was held in February 2024. This included two focus groups in Aberystwyth, one in Llanellwedd (near Builth Wells), and two virtual focus groups. Participants were invited through an Expression of Interest form made available upon and before completion of the survey and through posts on social media channels and academic and personal networks. In line with demand, there were three focus groups held in English and two held in Welsh. A total of 15 participants took part in the focus groups. While not asked specifically, the majority of keepers who attended focus groups suggested they were small and medium-sized farmers, a minority implied they were smallholders, and two identified themselves as managing large numbers of land parcels on behalf of organisations. The proportions of keepers holding cattle and sheep were approximately proportional to those identified in the survey.
- 6.16 **Policy:** A series of policy changes was proposed by focus group participants. These ranged from proposals within the scope of this review, that being related to CPH policy, to proposals that focused on Animal Movements policy, and others focused on agricultural policy more widely. Specific examples include:

- Welcoming a mandated transition to the newer version of 'Manage My CPH,' if there is sufficient and comprehensive support made available for users, such as through the Customer Contact Centre and Farm Liaison Service. It was argued that the support should emphasise the benefits of transitioning for farmers, such as the ten-mile rule. Participants also called for "a one-click option for very simple CPHs," for which RPW Online would simply request the user's permission to transition a simple CPH (e.g., a CPH with no common land, no associated TLA, and a limited number of blocks). Support and engagement proposed included:
 - Events and stalls at auctions and other places where farmers gather.
 - Dedicated emails and phone calls.
 - RPW Online to offer video calling functions as well as support over the phone.
 - Pop-up training sessions on how to use 'Manage My CPH' and other RPW products in computer rooms of universities, schools, libraries, and so forth.
- Focus group participants welcomed the idea of a 'One-Stop Shop' for creating a new CPH and receiving a flock or herd number, rather than the current process of creating a CPH through RPW's 'Manage My CPH' and contacting APHA for a flock and herd number following this.
- One participant at the focus group in Llanelwedd (Powys) argued that the requirement for common land to be contiguous to the PPL in transitioned CPHs was a severe barrier preventing farmers across Powys from transitioning. Other focus group attendees universally called for this policy to be reformed before a mandated transition begins upon hearing of this challenge. This was echoed in online focus groups and in-person ones in Aberystwyth when the existing situation was explained to participants.
- A user who creates new Temporary Land Associations (TLA) each year for the same land parcels argued that the Animal and Plant Health Agency's 'risk assessment' procedure for re-establishing a TLA within a high-TB area was

redundant if that TLA already existed. The user stated they prefer not to make use of recurring TLAs as they prefer to maintain more control.

- Only a small number of participants used temporary CPHs or Quarantine Units. However, all who used these features called for the same CPH number to be issued to renewed tCPHs and Quarantine Units, rather than new numbers every time a tCPH is renewed (every 12 months) or every Quarantine Unit is re-instated (every 18 months). At the moment, a new number is issued upon renewal, and the keeper has to inform a multitude of agencies, such as BCMS, EIDCymru, and QWLC, each time. Keepers also stated they are more likely to make mistakes when moving, selling, or buying livestock when the tCPH or Quarantine Unit number is continually being changed.
- While outside the scope of the review, some farmers called for the removal of the six-day standstill and an increase of the ten-mile limit to 15 or 20 miles to reduce burdens on farmers and increase the incentives for farmers to record livestock movements accurately. It was argued that the six-day standstill results in many movements not being accurately recorded, which could cause confusion during an animal disease outbreak.
- Some focus group participants were asked if CPH numbers should be reformed more fundamentally, perhaps to make them shorter, and whether 'Manage My CPH' should remove mapping functionalities. Both of these options were rejected by participants as risking causing confusion and being counterproductive to the goals of simplifying systems in intuitive ways.

6.17 **Use of Manage My CPH:** A key finding across all focus groups was that a large majority of participants use 'Manage My CPH' rarely. This was partly because many participants only hold one CPH number, but also because of the complexity of the 'Manage My CPH' system and rules. The focus group participants responsible for the land management of organisations stated they use 'Manage My CPH' more often.

6.18 **Guidance:** Focus group participants overwhelmingly felt that guidance could be clearer and more succinct. No focus group participants were familiar with the e-learning package produced by RPW Online. More specific findings included:

- While the icons and features of 'Manage My CPH' were viewed to be 'great' by one participant, they stated that you need to know what each feature does before you can use it, and that there is a lack of guidance and intuitive information about how to use each feature. Short explanations that appear as you hover over icons were viewed as one way to improve this.
- The language of 'Manage My CPH' was viewed as overly technical by many, with terms such as 'Primary Production Location' unintuitive. This was perceived more strongly in the two Welsh-medium workshops, in which many participants stated that they use the English-language version of 'Manage My CPH' due to the lack of "everyday Welsh" on the Welsh-medium version. To quote one participant: "Pan rydym yn mynd trwy'r system ry'n ni'n defnyddio fe yn y Gymraeg. Ond mae fe'n drafferth i ddeall y dogfennau a systemau yma oherwydd cyfieithu cymleth. Dydy e dim yn defnyddio geirfa pob dydd."⁴
- The way guidance is presented was criticised in many focus groups, with calls for guidance to be included within the 'Manage My CPH' system rather than in lengthy guidance documents. In the words of one smallholder, "If it needs 30-50 pages to explain how to use the [Manage My CPH] system, it's not a good system."
- In some focus groups, calls were made for the Farm Liaison Service and RPW's Customer Contact Centre to hold more in-person events. Others stated that the services could be better-funded to ensure calls are answered immediately, allowing farmers to get back to farm management. A small number of participants expressed frustration that they are only able to contact support services during usual working hours, while they usually seek to work on 'Manage My CPH' in the evenings after working on the farm during the day. Some participants welcomed the idea of RPW's Customer Contact Centre

⁴ "When we go through the system, we use it in the Welsh language. But it's a challenge understanding the documents and system because of the complex translations. It does not use an 'everyday' vocabulary."

offering a video conference service, which would allow users to share their screens when explaining challenges within 'Manage My CPH.'

6.19 **Navigation:** Focus group participants identified significant challenges navigating 'Manage My CPH,' with many stating that they do not know where to start upon opening the platform. Others argued that they struggle to identify their 'blocks' of land on the map. Potential solutions identified by focus group participants included:

- Introducing the option to 'name' blocks of land within 'Manage My CPH,' as can be currently done within 'Manage my Land.' If possible, focus group participants wished for the names of blocks of land applied within 'Manage my Land' to automatically be used within 'Manage My CPH.'
- Introducing a landing page, which asks the user what they wish to do within 'Manage My CPH' and starts them along their user journey. This will resolve the current challenge of users not knowing "where to start" upon entering the platform.
- Others called for more information to be given to 'Manage My CPH' users, especially informing users of whether their CPH has been transitioned or not.
- While not strictly part of this review, there were calls for the homepage of RPW Online to be amended so that 'Manage My CPH' is more visible, rather than only being navigable through a drop-down menu titled 'land'.⁵

6.20 **Other user experience:** A series of more miscellaneous challenges were highlighted by some focus group participants.

- Slower broadband was raised as a key challenge by many focus group participants, with some describing very slow loading times within the 'Manage My CPH' platform.
- Others identified confusing communications from RPW as a pain point. For example, one participant noted that the confirmation letter for a Temporary Land Association only shows "ticks" on the first blocks and not the others,

⁵ Our understanding is that an ongoing RPW Online project is underway to reform the front page of the website, which includes this change.

which inaccurately suggests that only one block has been successfully included in the TLA.

- Many focus group participants expressed concern about the consequences of making a genuine mistake when using ‘Manage My CPH.’ This was a key reason for many to use the services of private agents or farming unions to manage their engagement with services such as ‘Manage My CPH,’ ‘Manage My Land,’ and applications for basic payment.
- One focus group participant explained that users tend to be confused by the option to include a closing date on permanent CPHs. They stated it should be clearer that the closing date is optional on permanent CPHs, or to remove it completely.

Appendix C: Findings from recommendation-feedback workshops with ‘Manage My CPH’ users

6.21 A presentation outlining policy and UI/UX recommendations was presented to ‘Manage My CPH’ users in an English-medium and separate Welsh-medium recommendation-feedback workshop in mid-March 2025. The proposals were warmly welcomed by participants, with particular welcome given to:

- Recurring tCPHs, which were described as “very good.”
- Proposals for more detailed guidance embedded within ‘Manage My CPH,’ especially the introduction of hover-over guidance.
- The ‘landing page,’ which was described as “foolproof.”

6.22 The following pain points were highlighted as unresolved and were directly addressed in recommendations made following the workshop:

- It was raised that keepers may not know when they should use a tCPH, TLA, or CPH. Resulting recommendations, therefore, included the ‘Glossary’ page and more frequent use of hover-over guidance.
- It was raised that keepers often click on the ‘Manage My CPH’ map when they are asked to define the Primary Production Location (PPL) type. The following proposals included a pop-up error, should a user click on the map,

rather than confirm or deny that their CPH includes a main handling facility or other PPL type.

6.23 The following pain points were highlighted as unresolved, but were not directly addressed in recommendations made following the workshop:

- Some workshop participants called for the 'blocks' system to be abolished, with 'Manage My CPH' relying entirely on land parcels. Other participants called for the 'blocks' system to be continued.
- One workshop participant called for 'Manage My CPH' to not automatically include end dates for new land parcels linked to tenancies inputted in the Single Application Form or 'Manage My Land.' This could be considered or clarified further within the 'Manage My CPH' system, but it was deemed suitable for this review to recommend the removal of automatically inputted end dates upon the request of one participant.

Appendix D: Findings from interviews with delivery partners

6.24 Ten interviews with key delivery partners were conducted in November and December 2024. Interviews were conducted with representatives of Rural Payments Wales (RPW), Welsh Government, the Office of the Chief Veterinary Officer (OCVO), the Animal and Plant Health Agency (APHA), Rural Inspectorate Wales (RIW), the Rural Payment Agency, and both EIDCymru and Quality Welsh Food Certification Ltd. Interviewees were encouraged to speak anonymously, and findings are therefore presented by key themes and anonymously where possible. Where anonymity is not possible, prior consent was gained. Much of the information provided in interviews was shared to ensure the independent review had a thorough understanding of existing processes and the roles of specific organisations in the management and use of CPH numbers in Wales. Specific information about the roles of organisations cannot be anonymised effectively and is therefore not outlined below, even if it informed the review.

6.25 A key question asked of interviewees was about the extent of data sharing and access to 'Manage My CPH' data. It was explained that Rural Payments Wales is the master data holder for CPH data, and that only a few organisations have direct

access to this data, including APHA and RIW. There is an overnight feed between RPW and APHA, which informs the UK-wide Animal Movement Licensing System (AMLS). It was explained that there is still a lot of manual checking of addresses by APHA. The AMLS is a key source of CPH-related data for Welsh organisations, including OCVO, which receive reports from APHA regarding disease risks and CPHs within surveillance or protection zones. EIDCymru also rely on the AMLS because this is the dataset used by APHA and RIW and includes English and Scottish CPHs, which are crucial for cross-border movements. However, the AMLS does not include some data categories collected by RPW Online (such as tCPH and TLA start and close dates), which EIDCymru require, and these are sourced using a data feed from RPW Online, which updates every ten minutes. By manually validating these two datasets, EIDCymru can identify errors or differences in the datasets.

- 6.26 A key challenge identified by interviewees working closely with 'Manage My CPH' data was the consequences of the incomplete CPH transition, with 30-40% of CPHs not having transitioned to the new post-2016 rules. For example, it was stated that the highly regular data feed between RPW and EIDCymru can only accommodate changes made to transitioned CPHs. There were therefore regular calls for the transition to the newer system of CPHs to be mandated to increase the efficiency with which staff resource is used.
- 6.27 Some interviewees raised concerns about the use of multiple CPH numbers within one farm. Examples were provided of new CPHs being approved for one land parcel surrounded by another CPH, with non-stockproof fencing separating the two CPHs. These were sometimes referred to as 'informal Quarantine Units' as they allowed keepers to avoid the Six Day Standstill Rule affecting their wider livestock, but without the biosecurity measures and regular inspections of Quarantine Units certified by QWFC. It was accepted that a technical solution would be challenging. There were also concerns that old CPH numbers, which predate the mapping system of 'Manage My CPH,' may also be being used to avoid the Six Day Standstill.

6.28 Interviewees strongly welcomed the Temporary Land Association system as a success. However, two challenges with temporary land parcels were identified:

- The first was that many farmers do not create a tCPH or TLA when they temporarily use the land of another keeper with an existing CPH number, preferring instead to register a move to that existing Permanent CPH rather than establishing their own TLA or tCPH. According to current policy, users should create a new tCPH or TLA when keeping livestock on another individual's land, as those animals are that keeper's responsibility for inspection, animal welfare, and disease purposes. An interviewee suggested a misconception that including land within a keeper's CPH may affect ownership of that land was one barrier preventing the intended use of tCPHs and TLAs and could be tackled with an RPW or FLS educational campaign.
- The second challenge was that tCPHs cannot be made to recur, and that tCPHs and Quarantine Units on the same land parcels get a new CPH number each time they are renewed. It was argued that this causes confusion for farmers (a view echoed in engagement with keepers), but also that it makes it challenging for the Welsh Government and regulators to see the history of a land parcel over a number of years.

6.29 Interviewees were asked for their views regarding a 'One-Stop Shop,' specifically where keepers can obtain a new CPH number and a herd or flock number in one process—rather than the current system of creating a CPH number in 'Manage My CPH' and requesting a flock or herd number by calling APHA. Interviewees offered broad support for a 'One-Stop Shop' in principle, although sometimes stressed that the creation of this system would take time and need to be funded properly. Interviewees often stated that a 'One-Stop Shop' would be beneficial to livestock keepers by simplifying time-consuming tasks. It was also stated that this could hold additional benefits:

- It would eliminate the current issue where keepers establish a new CPH and receive a new CPH number, which they cannot use until they get a flock and herd number from APHA.

- It would mean that users would be required to indicate what a CPH will be used for (e.g., what livestock will be kept on the CPH) while applying for a new CPH number. This could inform decisions related to approving new CPHs relative to species-specific disease risks, e.g., preventing only the opening of new tCPHs for cattle in areas with higher TB restrictions while allowing the tCPHs for (some) other species.

Representatives of APHA cautioned that the Agency collects a lot of data when administering flock and herd numbers, including data required to inform a veterinary risk assessment. Nonetheless, these representatives did not view these challenges as insurmountable and suggested that APHA would welcome a ‘One-Stop Shop’ embedded within RPW Online as long as the information is validated to be correct and shared with APHA when required. Further information on what is currently collected by APHA was provided over email and is included in **Annex A - Information to support development of a ‘One-Stop Shop.’**

6.30 Other proposals were discussed and commented upon, including:

- Simplifying the guidance provided to use ‘Manage My CPH’ and embedding video tutorials within the guidance.
- Improving the user experience of ‘Manage My CPH,’ including making the system easier to navigate.
- Stronger safeguards to ensure letters sent to ‘Manage My CPH’ users are not sent to deceased users, as this can cause upset for families.
- Removing the requirement for common land to be contiguous to a PPL in transitioned CPHs, as this prevents many keepers from transitioning.

6.31 Interviewees were asked if more fundamental policy reforms should be considered, such as replacing CPHs with another geographic locator or shortening CPH numbers. All interviewees asked to comment on these topics stated that fundamental reforms like these would cause confusion because keepers are familiar with the current system and their existing CPH numbers.

Appendix E: Focus group with farming stakeholders

- 6.32 A focus group with members of the Livestock Identification Advisory Group (LIDAG) was held in December 2024. This includes farming unions, trade bodies, and others.
- 6.33 Participants highlighted the following advantages of the current CPH system:
- The CPH system is well-recognised and understood by farmers.
 - The ten-mile rule is effective and has encouraged more livestock movements to be recorded accurately.
 - ‘Manage My Land’ and ‘Manage My CPH’ serve two different purposes and should be kept separate.
- 6.34 Participants highlighted the following challenges of the CPH system:
- A lack of clear guidance within the ‘Manage My CPH’ platform, including significant confusion regarding tCPHs.
 - Unnecessarily cumbersome system to apply for a tCPH annually, it should be possible for this to be recurring and for the same CPH number to be re-issued.
 - The Quarantine Unit process is quite lengthy: the farmer applies to QWLF, then APHA approves it with a flock number, then the farmer has to re-register the number. This is redone every 18 months.
 - Common Land can be confusing, especially with whether land is “contiguous” to a CPH or not. Sometimes the definition of “contiguous” is not clear—sometimes a road does or does not mean contiguous.
 - On the ‘Manage My CPH’ system, it works in block numbers. But, on the map, it does not tell you which land parcel is in which block or which block is which.
- 6.35 When asked specifically to share views on specific reforms, LIDAG stakeholders had the following to say:

- Guidance: If the 'Manage My CPH' system could “pop-up” the correct part of the guidance, it would be welcomed.
- Incomplete Transition: Understand the need for a deadline to transition; however, the timing needs to be considered carefully because of other changes in the industry. A mandated transition needs to be done at a time when farmers have the capacity to deal with these changes and with sufficient support from the Welsh Government and Farm Liaison Officers.
- One-Stop Shop: Strongly welcome a 'One-Stop Shop,' streamlining experiences for farmers is very important.

7. Annexes

Annex A: Information to support development of a 'One-Stop Shop'

- 7.1 Following discussions with officials within the Animal and Plant Health Agency, it was agreed that the following information should be shared to inform the review of County Parish Holdings. This information has been included within this report to inform and support the development of a 'One-Stop Shop' for receiving both CPH numbers and flock or herd numbers.

Email from APHA official:

When the customer phones in – we would generally follow the attached proforma [*available below*] as a guide (the team don't actually write on these forms anymore because they know the information that they need to collect, hence this form is a bit out of date, but it is just to give you an idea). This is not in a strict order:

1. We ask whether they are an individual or business (an owner and/or keeper) – this must match the RPW application they have made;
2. We check the address of the holding is correct – sometimes if something doesn't 'add up' we check with the customer (for example if they have registered having 50 cows and their address sounds like a residential street we will clarify this with the customer). Sometimes this is done before the customer rings in and our team check the location via CPH viewer, but only if the robot⁶ hasn't already put the record onto SAM. If a record like the above example is processed by the robot then it would take the customer ringing in and our team having a more detailed look at the record to query and adjust the address – the robot wouldn't flag that the address doesn't sound correct for housing cattle. This is something that is done mainly through experience and our team being able to query what doesn't sound quite right;
3. We ask them to choose a password for their account – they will need to provide this every time they call into APHA;
4. Whilst entering the information on SAM, we are prompted to complete the Animal Production Usage, so we ask the customer this. There are several choices in the drop-down menu e.g Beef, Calf Rearer, Dairy etc;

⁶ APHA has a "robot," which automatically codes some of the data received from 'Manage My CPH' via the overnight data feed.

5. Again, prompted on SAM, we then need to determine what their 'Business Purpose' is and depending on which of the above Animal Production Usage that you have selected, you will get several different options;
6. We ask for their stock numbers (numbers of cattle, sheep etc that they *usually* have) and whether or not they are pedigree;
7. We need to know the name of their Official Veterinarian (OV) (which we then link to the Delivery Partner – the farmer probably wouldn't know this – there are two DPs in Wales, Mentera in the North and Iechyd Da in the South, who coordinate the vet practices that carry out the TB tests);
8. If they are keeping cattle, we set up their first TB test (Check Test New Herd), with their input for when is convenient etc, within 12 months of the phone call.

Note the CPH -	-
Check if Business or Individual	-
Full Name Of Main Contact	-
Telephone Number(s)	-
Email Address (ask if they prefer email or post?)	-
Full Address of Customer?	-
IS THIS RECORD NEW (please note IEC number) / ARCHIVED / CURRENT	-
Have you been allocated a CPH number in the past? Make note of number.	-
Choose Password [Prompt removed]	-
[Prompt removed]	-
[Prompt removed]	-
[Prompt removed]	-
Date of Birth (or memorable date)	-
Preferred language for correspondence	ENGLISH / WELSH

NO IN STOCK – OWNER: YES/NO KEEPER: YES/NO (If no to above who is the keeper) TYPE OF PRODUCTION –	CATTLE Beef Calf Rearer Dairy SHEEP Meat/Dairy Wool/Finishing Breeding PIGS Commercial Non - commercial
IF CATTLE - PREFERRED TESTING DATE (Up to 1 year from registration date)	-
If 56 CPH , check if holding is in ITBAN area – if so, enter ' ITBAN AREA CL -- ' in memo	-
LVI DETAILS – (only required for cattle)	-
Is this holding in the IAA area if so : a) Check <u>all</u> livestock locations with customer b) Add test code of NH1 c) Add memo to customer & unit record d) Send ACT to Netty	-
IS LOCATION OF HERDS/FLOCKS SAME AS MAIN HOLDING: YES/NO IF NO take details of herd/flock location (s) ADDRESS: POSTCODE: MAP REF:	-
Any other details/stock	-
Customer Identification Number	-
Location Identification Number	-
Unit Location Number	-
Keeper Identification Number (Customer Number when creating a keeper for Business)	-
**HAS VCD (verify customer details) BEEN ACTIONED ON SAM (CC WORK BASKET)? YES **HAS VETNET BEEN CHECKED (the following day) TO ENSURE THAT DETAILS TRANSFERRED OVER? YES	

- 7.2 In the main report (Paragraph 3.15), an ongoing pilot of a telephone-based 'One-Stop Shop' administered by the Rural Payments Agency in England is discussed. This includes a registration form, which is [publicly available here](#), but has been copied below to ensure it can inform future learnings following the end of the RPA plot.

County Parish Holding (CPH) Registration pilot

Details

1. Full Name. To be eligible to take part in the pilot, you must:

- be applying for a CPH number for the **first time** and not registered on the Rural Payments Service
- The land must be in England
- be over 18
- be responsible for the livestock
- have or will be getting livestock in the next **30 days**
- if only keeping poultry, your stock numbers must be **over 50**. (For under 50, please click here and complete APHA's voluntary poultry form, <https://poultryregistration.defra.gov.uk/?culture=en-GB>)

[Open text box for answer]

2. Telephone Number. This is required to:

- help you to complete your CPH number application **over the phone**
- asking you extra questions so that you do not have to register separately with the Animal and Plant Health Agency (APHA) and the British Cattle Movement Service (BCMS) (if applicable)
- calling you at a convenient time (we expect the call to take no more than 30 minutes.)

[Open text box for answer]

3. Email Address

[Open text box for answer]

4. Postcode. Please supply the postcode for your Home/Business address.

[Open text box for answer]

5. Best date to call you - Monday to Friday. (Unfortunately we cannot offer a call over the weekend/Bank Holidays) (ideally no more than 5 days from today)

[Virtual calendar provided to select date]

6. Would you prefer.... Call backs between 08:30 and 17:00

- morning
- afternoon

7. Do you require any additional support

- Yes
- No
-

What you'll need:

RPA will ask for the following information when they contact you:

- the National Grid field numbers for all your land where you'll keep livestock (<https://magic.defra.gov.uk/>)
- the name of your vet's practice to set up TB testing regimes (if you're keeping cattle)
- the housing details and farm management system you will use (if you're keeping poultry)
- the production usage for all your livestock, (for example, pet, fattening, breeding, milking)

Your participation in the pilot is appreciated.

Annex B: User persona



Emma Rees






Persona






- Age: 50
- Occupation: farmer
- Location: Pembrokeshire
- Pronouns: she/her

User Needs

As a user I need a simple and intuitive way to manage my CPH numbers used for livestock reporting and traceability, while keeping updated the current status of my holdings in the system.

Annex C: User journey map

User phases	 Awareness	 Exploration	 Usage	 Support	 Continuous use
What is each step of the user journey?	The user becomes aware of an emerging need or discovers a platform that can help address related tasks or challenges	The user actively considers available options to complete set goals	The user is interacting with the product to complete set goals	The user receives support and assistance when needed and is provided with easy solutions to resolve issues	Continuous use is related to increasing the engagement and deeper integration with the platform
User Actions	<p>Becomes aware that she needs to perform an action about her CPH numbers</p> <p>AND / OR</p> <p>Becomes aware that a digital platform is available to help her manage CPH related data</p>	<p>Searches online to see if there is a platform to help with her CPH requests</p> <p>OR</p> <p>Asks others about how to manage CPH data online and finds out about 'Manage My CPH'</p> <p>Is redirected to the Welsh Government's website</p> <p>Searches online to find MMCPH and is redirected to WG's website</p> <p>WG links to RPW Online to enter Manage My CPH (MMCPH)</p> <p>Tries to access MMCPH through RPW</p>	<p>Uses the platform to:</p> <ul style="list-style-type: none"> Transition a CPH to the new system Create a temporary CPH number (tCPH) or Temporary Land Association (TLA) Create a new Primary CPH number Add or remove land in an existing CPH Close a CPH 	<p>Reaches out for support regarding troubleshooting or questions</p>	<p>Uses regularly the platform to manage CPH related data</p> <p>Does not use the system frequently to manage CPH related tasks</p>
Goals and Experiences	<p>Wants to figure out how she can perform tasks related to her CPH numbers</p> <p>AND / OR</p> <p>Wants to locate the online tool to help her manage CPH numbers</p>	<p>Logging in to the platform, to start managing CPH data</p> <p>Aims to receive enough guidance to perform specific CPH-related tasks</p>	<p>Expects to use MMCPH and be able to conduct the tasks mentioned above from start to finish with little or no external guidance</p> <p>Expects to be able to use the system in the same way described in the guidance material with no unexpected actions occurring</p> <p>Needs a simple and intuitive design to help her complete the tasks</p>	<p>Expects to receive clear support within the platform for what she needs to resolve</p>	<p>After using the system multiple times, now the user can perform tasks in a quicker way, though the system might still feel complicated for specific tasks</p>
Feelings and thoughts	<p>Feels glad to know there is an online system through which she can manage CPH tasks, yet curious about how helpful the system will be</p>	<p>Feels confused from the multiple re-navigations of the government's website until logging in to MMCPH.</p> <p>Feels/thinks that the pathway to access 'Manage My CPH' is not clear or straightforward, as there is no separate dedicated portal</p> <p>Feels/thinks that there is a lot of information to comprehend in advance of using the system</p>	<p>Is confused and feels frustrated due to the lack of terminology explanations and insufficient task descriptions</p> <p>Feels that the software is not intuitive and user-friendly and thinks that she could benefit from a simpler design</p> <p>Experiences frustration due to unclear error indications and absence of build-in guidance on how to resolve them</p>	<p>Feels adequately assisted by telephone support</p> <p>Feels overloaded by the guidance and thinks that the support available in-platform to assist in completing tasks is not enough</p>	<p>Feels more confident using the platform after having used it multiple times</p> <p>OR</p> <p>Feels disengaged with the platform as it does not match the expectations of use</p>

User phases What is each step of the user journey?	 Awareness The user becomes aware of an emerging need or discovers a platform that can help address related tasks or challenges	 Exploration The user actively considers available options to complete set goals	 Usage The user is interacting with the product to complete set goals	 Support The user receives support and assistance when needed and is provided with easy solutions to resolve issues	 Continuous use Continuous use is related to increasing the engagement and deeper integration with the platform
Pain Points What's not working well? What causes usability hurdles?	After exploration or suggestions from others, Emma knows that there is an online system dedicated to managing CPH data but still doesn't know how to access it	<div>There is lack of direct access to MMCPH (requires multiple redirects through other websites before logging in)</div> <div>Due to lack of a direct portal to MMCPH it is not very clear if the user is currently "in" the platform</div> <div>The user can confuse My CPH and Manage My Land due to their visual resemblance</div>	<div>The platform lacks personalisation options (e.g. blocks are pre-numbered and cannot be renamed)</div> <div>The system lacks an intuitive design to enhance efficiency and clarity of actions</div> <div>The system has low error recognition and recovery from errors</div> <div>The system is resource-intensive (particularly the map) affecting load times and performance, especially in areas with weak internet connections</div>	<div>There is not sufficient support available within the platform to help resolve an issue</div> <div>The online support outside of the platform is not sufficient/ visible enough to the users</div>	<div>The system is confusing and difficult to operate leading to disengagement</div> <div>The system takes a lot of time to load leading to disengagement</div>
Opportunities How might we address these pain points? How big is the opportunity if we correct this pain point? What are new ways to serve this person?	Address low awareness by promoting the platform via existing channels and stakeholder networks	<div>Make the overall process from searching the platform to logging in simple and straightforward</div> <div>Enhance discoverability of Manage My CPH within the WG website</div> <div>Increase the visibility of Manage My CPH access point within RPW Online</div> <div>Streamline access with a dedicated log in portal for Manage My CPH</div>	<div>Conduct usability assessment to see the areas that users struggle the most and inform effective solutions</div> <div>Rethink the information architecture of the product to meet user's mental models (where the users think that what they are looking for is located within the product)</div> <div>Redesign the system's user flow to increase smooth operation and intuitiveness of the system and simplify processes</div> <div>Make clear distinctions between the paths for different performing tasks</div> <div>Make the map persistent. Not having to reload the map will improve navigation and user experience</div> <div>Use APIs to detect the user's network conditions and adapt content accordingly</div> <div>Improve UI design to match the target audience's needs and allow a smooth user flow</div> <div>Improve in-platform guidance and support</div> <div>Create accessible and simple UI components</div> <div>Include clear action paths for tasks that can be performed in the platform to enhance easy navigation and task completion</div> <div>Use tooltips or descriptive labels and easily recognisable iconography according to best practices to indicate the functions of the main buttons and explain terminology</div> <div>Include clear explanations for errors so the user is aware of what is happening and offer easy solutions or options for resolving the errors</div>	<div>Make the already available materials visible to the users and easily accessible by adding relevant sections or clear links within the platform</div> <div>Introduce a FAQ section (Frequently Asked Questions) for quick support</div>	<div>Optimise the platform's performance to ensure a smooth user experience (i.e. simplify design, minimise to necessary elements)</div>