

**WEBSITE STRATEGY GROUP**  
**Wednesday, 14th July, 2010**

Present:- Councillor Wyatt (in the Chair); Jon Ashton, Jane Evans, Pete Hayes, Rachel O'Neil, Steve Pearson and Ceri Williams.

Apologies for absence were received from Tracy Holmes, Lawrenson, Price, Vaughan and Wilson.

**82. MINUTES OF MEETING HELD ON 2ND JUNE, 2010**

Agreed:- That the minutes of the meeting held on 2<sup>nd</sup> June, 2010, be agreed as a true record.

**83. WEBSITE MANAGEMENT (STATISTICS)/ REVIEW OF 6 MONTH PERFORMANCE**

Jon Ashton circulated a draft report summarising the performance of the refreshed website in its first 6 months between January and June, 2010.

The report highlighted:-

- The benefits of the new Content Management System
- 50 additional forms had been developed to enable citizens to transact with the Council at a time which suits them
- Ability to track the progress of Service requests online
- Results of consultation regarding citizen usage
- 80% of citizens were utilising the Council website to transact or find Service related information from the Council
- 20% increase in the number of payments made online in 2010 compared with the same period in 2009
- 2 external reviews by independent bodies

**SOCITM**

- o Website had achieved a 3\* rating in the 2010 Better Connected assessment
- o Ranked as a top quartile performing Metropolitan Council website
- o Online Library Section highlighted as an example of good

practice

Sitemorse

- Assessed as the most improved Local Authority website
  - Increased 301 places in the Sitemorse Local Authority league table
  - Ranked as 1 of the top quartile of all local authority sites in terms of accessibility
- 981 users had registered with the website (as of June 30<sup>th</sup>). An intensive marketing campaign would begin during September, 2010
- Customer satisfaction results
- Revenue charges had significantly reduced following the refresh

Agreed:- That the report be forwarded to the 22<sup>nd</sup> September Cabinet.

#### 84. FORWARD PLAN

Jon Ashton gave the following update:-

- There was to be a new member of staff in the Press Office who it was hoped would be able to work on the website with regard to communications and ensuring the website was up-to-date. A meeting was to take place with the Head of Communications regarding roles and responsibilities.
- NAS was to provide images for the home page to attract customers to lock into the Carers Week.
- It was hoped to develop social media sources. Flickr was available but had not been used/ promoted as yet.
- Xforms integration with Siebel was ongoing. Presently in the process of identifying forms that could give potential efficiency savings i.e. form completed online and immediately integrated with Siebel without Contact Centre intervention. Work was taking place with Jadu and RBT on this issue.

Discussion ensued on the proposal that a page be provided for a budget presentation. Assurances were given that before anything was posted onto the website, it would be with full agreement of the Strategic Director of Finance.

Agreed:- That a report be submitted on the discussions with Jadu and RBT referred to above.

#### **85. NAS PERSONALISATION UPDATE**

Louise Robinson reported that everything was at a standstill at present due to the waiting on regional decisions i.e. whether it would be Rotherham Services alone or South Yorkshire wide.

From a personalisation point of view what had been discussed was the need to agree on a web site Directory of Services. The NAS project Team was looking at whether that Directory of Services should just be related to Rotherham or Yorkshire and the Humber. It was to be regional it would not be appropriate to be on the Rotherham web site and would have to be a stand alone site but that decision had to be known before it could be progressed any further.

It was not felt that this Group had been involved appropriately in the personalisation decision and needed to know more about who was going to host it. This was a piece of work that the Group needed to be fully informed on.

#### **86. REGISTRATION CAMPAIGN**

Jon Ashton circulated a copy of customer website satisfaction comments. He reported that there was approximately 1,000 registered users of the website. It was now thought opportune to encourage the public to register and boost figures.

There were various ways of doing this e.g. continually advertise on the website. This had been discussed with Jadu who had suggested that, when completing on line forms, it be mandatory to register.

Discussion ensued on this suggestion. The Group did not feel this was appropriate. It was suggested that a user was automatically registered but the inclusion of a tick box with the option of opting out.

Agreed:- That the option of an "opting out" tick box be explored.

#### **87. DIRECTORATE EDITORS**

The minutes of the meeting held on 15<sup>th</sup> June, 2010, were noted.

#### **88. DATE OF NEXT MEETING**

Agreed:- That a further meeting be held on Wednesday, 25<sup>th</sup> August 2010 at 1.30 p.m.