

WEBSITE STRATEGY GROUP
Wednesday, 25th August, 2010

Present:- Councillor Wyatt (in the Chair); Jon Ashton, David Barker, Pete Lawrenson, Mark Leese, Rachel O'Neil, Steve Pearson and Ceri Williams.

Apologies for absence were received from Mark Evans, Mark Gannon, Tracy Holmes and Dawn Price.

89. MINUTES OF MEETING HELD ON 14TH JULY, 2010

Agreed:- That the minutes of the meeting held on 14th July, 2010, be agreed as a true record.

90. WEB SITE TRANSITIONAL INFORMATION

Jon Ashton introduced a report summarising the performance of the refreshed website from January to July, 2010.

The report highlighted:-

- Visitor statistics
- Pages viewed
- Completed online forms
- Online cash transactions

Discussion ensued with the following issues highlighted:-

- o The number of visitors had initially peaked and then dropped off but was gradually increasing
- o Slight peak in May attributed to the elections
- o Statistics also included the number of searches made which had increased from 250,000 in January to 350,000
- o Suggestion to move to Google Trends which could break the information down much further than at present
- o The number of people filling forms in online was gradually increasing
- o The number of online cash transactions was improved on last year

Agreed:- That a report be submitted to the next meeting on Google Trends.

91. WEBSITE CUSTOMER SATISFACTION

Jon Ashton gave a brief verbal report on the above highlighting:-

- An e-mail had been received congratulating the website for its election uploads
- It was difficult to get people to complete the satisfaction survey. There had been a campaign with registered users but only 54 in total had been filled in
- Of those completed, it had been found that those that were not satisfied with the new site were very dissatisfied and did not like the Google idea
- There were comments particularly about the use of the individuals on the home page but that it should look the same as other Councils
- It was acknowledged that the home page had been static for too long and it had been the intention to change it on a regular basis. The forward plan would be used to market forthcoming events

Agreed;- That the satisfaction surveys continue with new ways of promotion/ encouragement considered.

92. LATEST DEVELOPMENTS

Jon Ashton have a verbal report on the above highlighting:-

- Money Matters Budget Consultation home page. 100 people had completed it to date. It was not known if it could broken down into responses from staff/ public
- E-Forum – this was the first test and had been live for a week. It was queried how widely known that such a facility was available
- 3 blogs were being promoted currently – The Leader and Mayor (internally and externally) and the Chief Executive (just internally). The comments facility was turned off so in effect it was a diary
- Webcasts – The Chair, Councillor Hussain and the Chief Executive had all taken part in webcasts
- On-line Shop – EDS was considering the setting on such a facility which had arisen from the Visitors Centre wishing to sell souvenirs on line. The Museum and Libraries were also interested in the project. It could be used when offices moved into Riverside House to dispose of surplus furniture etc. Items would be advertised for sale, similar to that of E-Bay, but for the purchaser to collect.

The proposal had been explored with Jadu who had quoted £15,000 for an on-line option. If done in-house it would cost

£115 for an SSL Certificate plus any costs required for the Council's accounting system. Preliminary discussions had taken place with regard to the processes required for the distributing of funds

- Flickr – The Council had an account that was not promoted on the website. Jadu had an inbuilt gallery. Discussion ensued on the merits of each but pointed that Flickr was classed as social media and a large proportion of Council staff were excluded from using it. There was to be a competition run at the Rotherham Show where entrants would be told to e-mail their photographs for uploading onto the website.

Agreed:- (1) That the possibility of an online shop for the disposal of surplus equipment be raised at the RBT Governance Group.

(2) That the issue of Flickr being accessible to Council staff be discussed at the E-Government Board.

93. ROTHERHAM SHOW

As referred to in the previous Minute, a competition was to be run at the forthcoming Rotherham show for the best photograph and used to promote the interactive part of the website.

Discussion had taken place at the Directorate Editors meetings with regard to any permissions that were required. It was thought that as it was a public event permission was not required to publish pictures of people. If there were children in the picture it may be that a rider might have to be included. If a member of the public took a picture of their child, permission would not be required.

Any pictures would be vetted before they were included on the website.

Registration to the website would be promoted at the Show and a draw held to encourage participation.

Agreed:- That Fair Trade Hampers be the competition prizes for the best picture and registration draw.

94. DATE OF NEXT MEETING

Agreed:- That a further meeting be held on Wednesday, 6th October 2010 at 1.30 p.m.