

**WEBSITE STRATEGY GROUP**  
**Wednesday, 24th November, 2010**

Present:- Councillor Wyatt (in the Chair); Jon Ashton, David Barker, Steve Pearson and Cerie Williams.

Apologies for absence were received from Jane Evans, Anne Hawke, Rachel O'Neil and Dawn Price.

**104. MINUTES OF MEETING HELD ON 6TH OCTOBER, 2010**

**Agreed:-** That the minutes of the meeting held on 6th October, 2010, be agreed as a true record.

It was noted that a report on the first 6 months of website activity had been submitted to Cabinet where it had been well received.

**105. WEBSITE PERFORMANCE**

Jon Ashton reported on the performance of the refreshed website for October, 2010, highlighting:-

- Visitor statistics  
The number of searches and visitors had reduced slightly
- Pages viewed  
Had stabilised but was creeping up
- Completed online forms  
Continuing to steadily increase. Approximately 11% increase in the number of forms on submitted through the website
- Online cash transactions  
Increased – approximately 20%. The number of cashier transactions was reducing – 7% over the last 2 months

**106. WEBSITE CUSTOMER SATISFACTION**

Jon Ashton reported that customers had been asked to complete 9 questions with regard to the website.

It could be clearly seen that the majority of the customers came to the website through a third party i.e. Google but there was no clear consistent answer as to how regularly they used it. When asked why they used the website there was conflicting information as the majority answered to find out about news and events in Rotherham

when in fact the Rotherham news page was not the most popular page viewed.

The majority said that they had been able to resolve their query but those that could not find what they wanted felt that the website was not very good.

Overall, 25% said they were really dissatisfied with just over 50% satisfied.

The data would be analysed and the outcomes posted onto the website.

#### **107. SITEMORSE RANKING**

Jon Ashton reported that last month Rotherham had jumped up to 80<sup>th</sup> place out of 430 Local Authorities in the Sitemorse ranking but that position had now been improved and was now 27<sup>th</sup>.

It was noted that SOCITM would be testing the website imminently, the results of which would be known in January/ February 2011.

#### **108. COMMUNICATION AND MARKETING DEVELOPMENTS**

Jon Ashton reported that it had been identified that members of the public were interested in the news and events page on the website. Jon Ashton and Pete Lawrenson had done some work as to how it could be improved and market more information through the website.

There were approximately 200 home pages throughout the website which predominantly depict a Service. Over the next couple of months some of the pages would be proactively marketed. This issue, together with the Image Library, was to be discussed further at the next Directorate Editors meeting.

A further meeting had taken place with regard to the on-line shop. It was possible use the Civica programme but there would be a cost of approximately £6,000. Consideration was being given to working up a business case for the funding as it could potentially provide a corporate wide online shop. Uses could include school meals, pest control tourism maps, books and general Rotherham memorabilia.

#### **109. PUBLISHING COUNCIL SPEND**

Jon Ashton gave a demonstration of how it would look on the website. The Spikes Cavell model was one that many Councils had

opted for due to the ability to extract information from Cedar.

It would be up and running very shortly.

**110. ENHANCEMENTS TO MODERN GOVERNMENT AND JADU WEBSITES**

**Modern Government**

The features on Mod.Gov were would be switched on shortly and available to the public.

There was already a protocol in place for dealing with petitions and would be moderated by Democratic Services Officers.

**Jadu**

Currently Rotherham was on Release 1.8. There were a number of upgrades, which were free, but a cost of £10,000 for implementation. Jadu had recommended that the Authority wait until next summer when Release 2 would be available. Improved x-forms would be part of Release 2. Richard Copley had been informed for including costs in the ICT Strategy.

**111. GALAXY SITE DEVELOPMENT**

Jon Ashton reported that the Museum had wanted a micro site for the Rockingham Pattern Book and had been convinced to do it within the Jadu galaxy site.

3 agencies had been invited to tender for the work, 1 of which had since declined. The remaining 2 would be interviewed shortly with the intention of it being up and running by the end of January.

**112. DIRECTORATE EDITORS MEETING**

The minutes of the meeting held on 3rd November, 2010, were noted.

**113. ANY OTHER BUSINESS**

Steve Pearson reported that, as a result of a recommendation of a Scrutiny Review relating to school closures, a basic form had been developed and sent to some Head Teachers for their approval. The form would be available on line and submitted on line when a school closed.

There was some query with regard to when a school closed for subsequent days whether it could be "re-opened" rather than filling in

a new form.

The school closure page was in the process of being updated to include BBC travel, weather etc.

**114. DATE OF NEXT MEETING**

**Agreed:-** That a further meeting be held on Tuesday, 26<sup>th</sup> January, 2011 at 1.30 p.m. in the Town Hall.