

WEBSITE STRATEGY GROUP
Tuesday, 12th April, 2011

Present:- Councillor Wyatt (in the Chair); Councillors Jon Ashton, Elenore Fisher, Tracy Holmes and Rachel O'Neil.

123. MINUTES OF MEETING HELD ON 26TH JANUARY, 2011

Agreed:- That the minutes of the meeting held on 26th January 2011, be agreed as a true record.

It was noted that the performance report was to be submitted to the 26th April, 2011 Cabinet meeting.

Further to the Scrutiny Review undertaken by the Democratic Renewal Scrutiny Panel, all Members' IT equipment had been upgraded to enable wireless connection in the Town Hall and other Council buildings. Some training had been provided with more available on request.

124. SOCITM FEEDBACK

Jon Ashton reported the results of the recent SOCITM review. When looking at the results it should be borne in mind that it was conducted by a team of 20 people of varying disabilities who looked at every website in the country in a particular window of time. They knew where to look on the website for information and had highlighted a number of important things for consideration.

The areas for improvement were:-

- News Value - there were plans to improve the News page in the near future although this would only improve looks rather than content
- Use of Location - The ROAM GIS mapping facility was old and difficult to use. Discussions had already started to update this system by the end of 2011. Also it was planned to introduce a 'my page' feature for website registered users using the post code provided by the customer to pull information through to a personalised page
- Accessibility - All the content was W3C AA compliant with most being W3C AAA compliant. Without a clear understanding of where SOCITM failed this area it was very difficult to address any accessibility issues
- Resilience - The site was now more resilient than it had ever been with a very quick response time and very little site down time during the last 15 months

SOCITM had also tested 6 topics of which 5 passed and 1 was commended (Library Services). Rotherham had scored "weak" in 2 topic areas - Business and Highways.

Discussion ensued on the content of the website and the comment by SOCITM

that some of the information was out of date. Staffing structures within the Council had changed significantly and there were very few of the original Directorate Editors remaining. It was also felt that Twitter and social media should be promoted more.

Agreed:- That the report be noted.

125. 'MY HOMEPAGE'

Jon Ashton demonstrated what 'my homepage' could look like once registered with the website.

Your homepage could contain information on your local school, bin collection days, GP surgeries, local Councillor etc. The proposal was to promote individual usage based on your postcode and the services available in that location.

It was queried whether any consultation being carried out in that area could be linked to the homepage? If it could be developed to link into the back office of EDS and very quickly update on a day-to-day basis it would be a big draw for customers to register.

Discussion ensued on ways of getting members of the public to register and whether it could be by way of a certain form they filled in on-line.

It was also proposed to change the name of the "Interact" tab to "Did you know" where Services could promote themselves and any campaigns they were running.

Agreed:- That the report be noted.

126. WEBSITE ANNUAL DEVELOPMENT PLAN

Discussions had only just started with Tracy Holmes on the Plan and was still in draft form.

This was more around website development.

Agreed:- That the report be noted.

127. WEBSITE STRUCTURE

Jon Ashton reported that attendance at the Group had dwindled over recent months in part due to the restructures that had been taking place across the Council.

He proposed that membership of the Group and its terms of reference be revisited and the possibility of it amalgamating with the Customer Access Group.

Agreed:- That consideration be given to the membership and amalgamation of the 2 Groups.

128. ANY OTHER BUSINESS

Jon Ashton reported that there had been an issue with some information that had been placed on the website by Elections. This was due to the search engine taking up to 96 hours to index. They had been advised to notify to Jon in future.

129. DATE OF NEXT MEETING

Agreed:- That a further meeting be arranged in due course in the Town Hall.