

REPORT TO ENGAGEMENT P.D.G.

REPORT OF: Deployment Manager

REPORT NO: DM005

DATE: 16th January 2015

TITLE:	Website project update	
KEY DECISION OR POLICY FRAMEWORK PROPOSAL:	N/A	
PORTFOLIO HOLDER: NAME AND DESIGNATION:	Cllr P. Carpenter Governance and Communication	
CONTACT OFFICER:	Lee Sirdifield – Deployment Manager Email: l.sirdifield@southkesteven.gov.uk Tel: 01476 40 60 80 (ext 6524)	
INITIAL IMPACT ANALYSIS: Equality and Diversity	Carried out and Referred to in paragraph (7) below	Full impact assessment Required:
FREEDOM OF INFORMATION ACT:	This report is publicly available via the Your Council and Democracy link on the Council's website: www.southkesteven.gov.uk	
BACKGROUND PAPERS	Website and Intranet Project Update DM004 http://moderngov.southkesteven.gov.uk/mgConvert2PDF.aspx?ID=13702&ISATT=1#search=%22DM004%22 Non Key Decision Report DM002 http://moderngov.southkesteven.gov.uk/mgConvert2PDF.aspx?ID=13489&ISATT=1#search=%22DM002%22	

1. RECOMMENDATIONS

- 1.1 That Engagement PDG notes the content of this report and subsequent presentation, providing feedback as appropriate.

2. PURPOSE OF THE REPORT

- 2.1 On 28th November 2014 Engagement PDG received a report on the redesign of the Council's website. Members asked for a further update on the project when further design work has been completed. Officers are continuing to work with Mixd Limited to make the new site available in February 2015.

3. DETAILS OF REPORT

- 3.1 During the PDG on 28th November 2014, members considered the extensive research that the council had completed along with the user research that was undertaken by Mixd Limited. This research has now been fed into the design process for the new site, along with feedback from the PDG.
- 3.2 Members asked if the concept of a shopping basket that would enable customers to pay for multiple items in a single transaction could be considered. Officers have now considered the research completed and taken expert advice from Mixd Limited. This has shown that customers come to the council's website for a specific purpose and will typically only complete a single transaction during their visit.
- 3.3 The log in functionality on the new website will enable customers to complete their transaction very simply and efficiently. The expert advice is that the introduction of a shopping basket would make single transactions less efficient, with most customers preferring to see a "pay now" button rather than having to work through a number of other screens.
- 3.4 User testing will be undertaken with members of the Citizens Panel to ensure that the website meets customer expectations. Officers are also exploring web chat functionality to see how this can support the user journey. Solutions are now available that can integrate with our telephony system and assist with the management of customer demand.
- 3.5 Mixd have now provided the council with a number of page templates that will be populated with information from our business areas. The project timetable sees the new website launch in February 2015. The new website content will be populated during January 2015. Members will be shown an up to date version of the website during the meeting on 16th January 2015.

4. OTHER OPTIONS CONSIDERED

- 4.1 A number of options were considered as part of the procurement process. These are detailed in report DM002.

5. RESOURCE IMPLICATIONS

- 5.1 A dedicated team has been created to support the project. This will ensure that internal resources are able to continue to develop and maintain the website after the completion of the project. A temporary resource will be used to accelerate the pace of the content review. This work will be completed over a period of eight weeks.

6. RISK AND MITIGATION

- 6.1 Project risks will be managed as part of the Flexible Organisation Programme and in accordance with the Council's project and risk management standards.

7. ISSUES ARISING FROM IMPACT ANALYSIS

- 7.1 N/A

8. CRIME AND DISORDER IMPLICATIONS

- 8.1 N/A

9. COMMENTS OF FINANCIAL SERVICES

- 9.1 N/A

10. COMMENTS OF LEGAL AND DEMOCRATIC SERVICES

- 10.1 N/A

11. COMMENTS OF OTHER RELEVANT SERVICES

- 11.1 None

12. APPENDICES:

- 12.1 None