

ITEM 6



DERBY CITY COUNCIL

SCRUTINY MANAGEMENT COMMISSION

7 December 2004

Report of the Director of Finance

Website Development

RECOMMENDATION

1. That Scrutiny Management Commission notes the report.
2. The Commission suggest Members to take part in a workshop to contribute to feedback on the current website and the phase two development.

SUPPORTING INFORMATION

- 2.1 The City Council's first website was introduced in 1999. This went through a further version before being replaced in 2003 by the current design.
- 2.2 The website now contains over 2500 pages of information. This represents a massive increase from that provided in the previous version.
- 2.3 As part of the new system a 'Content Management' system was introduced to:
 - automatically manage the life cycle of all pages
 - make sure the provision of content is sustainable
 - empower service units to directly add information and transactions to support the delivery of their service
- 2.4 There are approximately 150 contributors, across the council, adding the content.
- 2.5 Since the current website was first introduced there have been significant changes in user expectations and the way people expect to publish, access and use web based services. There are problems with the current website and further improvements need to be made. It is important that the website meets the needs of Derby's citizens, Council, Government and other stakeholders.

- 2.6 Improvements have been made:
- to the search engine
 - to the information directly accessible from the front page
 - to accessibility of the site,
 - by adding a new A-Z and frequently asked questions system
 - through adding speech enabled text reading technology to the website
 - by adding internet payments across the majority of payment types.
- 2.7 There is a Web Strategy Group which is chaired by Ray Rippingale, Assistant Director of Culture, whose responsibility is to review and advise on strategic developments to the website.
- 2.8 Work has already started to develop a phase two version of the website, which will meet today's needs by:
- working with Capita to develop a top-ranking website
 - reviewing best practice across other government sites
 - working with those organisations who monitor and report on the effectiveness of local government sites
 - producing a series of sample layouts for comment, initially by the Web Strategy Group
 - reviewing the A-Z and FAQs, in the light of experience over the last six months.
- 2.9 Redevelopment of the website is based on best practice, government requirements and feedback from stakeholders.

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Background papers:	None
List of appendices:	Appendix 1 – Implications

IMPLICATIONS

Financial

1. None arising directly from this report.

Legal

2. None arising directly from this report.

Personnel

3. None arising directly from this report.

Equalities impact

4. The future developments of the website will benefit all Derby people.

Corporate objectives and priorities for change

5. The development of the website links to the following corporate objectives and priorities for change:

Corporate Objectives: The website is, and continues to develop into, a primary delivery channel which directly, or indirectly, supports the delivery of many of the council's objectives. This is particularly true for **Integrated, cost effective services**.

Priorities for Change: The website directly, or indirectly, supports a number of the 'Priorities for Change' through being an enabler to service delivery. This includes:

- Minimise increases in Council Tax and increase value for money.
- Promote the city as a centre for industry, commerce, culture and tourism.
- Increase recycling facilities.
- Develop our community leadership role.
- Improve customer service.