

Communications & Website

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Overview

- Introduction
- **Communications**
- **Website**
- Questions

Communications

Setting the Scene

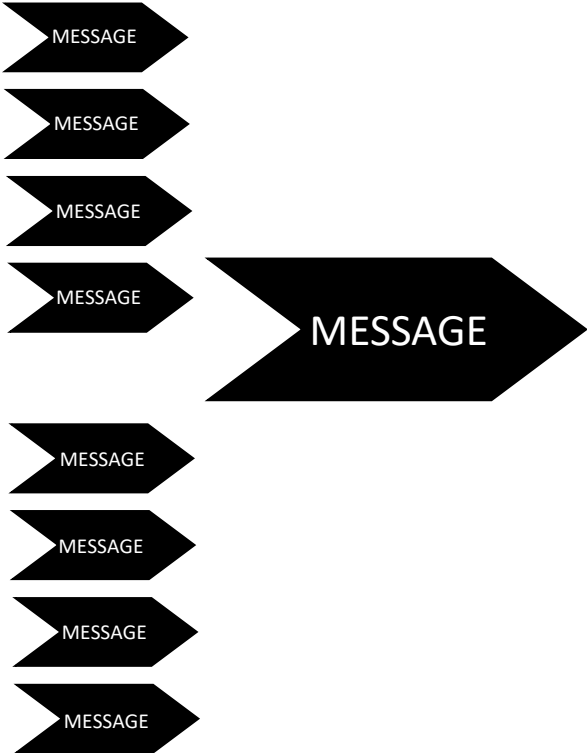
- Council's are complex organisations
- Customer needs can be complex
- Services are varied in scale and scope
- Demand is high – supply is limited

Some drivers...

- Ensure awareness and use of services
- Recognition of the value of services
- Engage people to shape future landscape
- Develop prosperity and good feeling
- Right the wrongs!

Channels of Communication

The Council provides many services and it has many messages to communicate



DIRECT

↑

↓

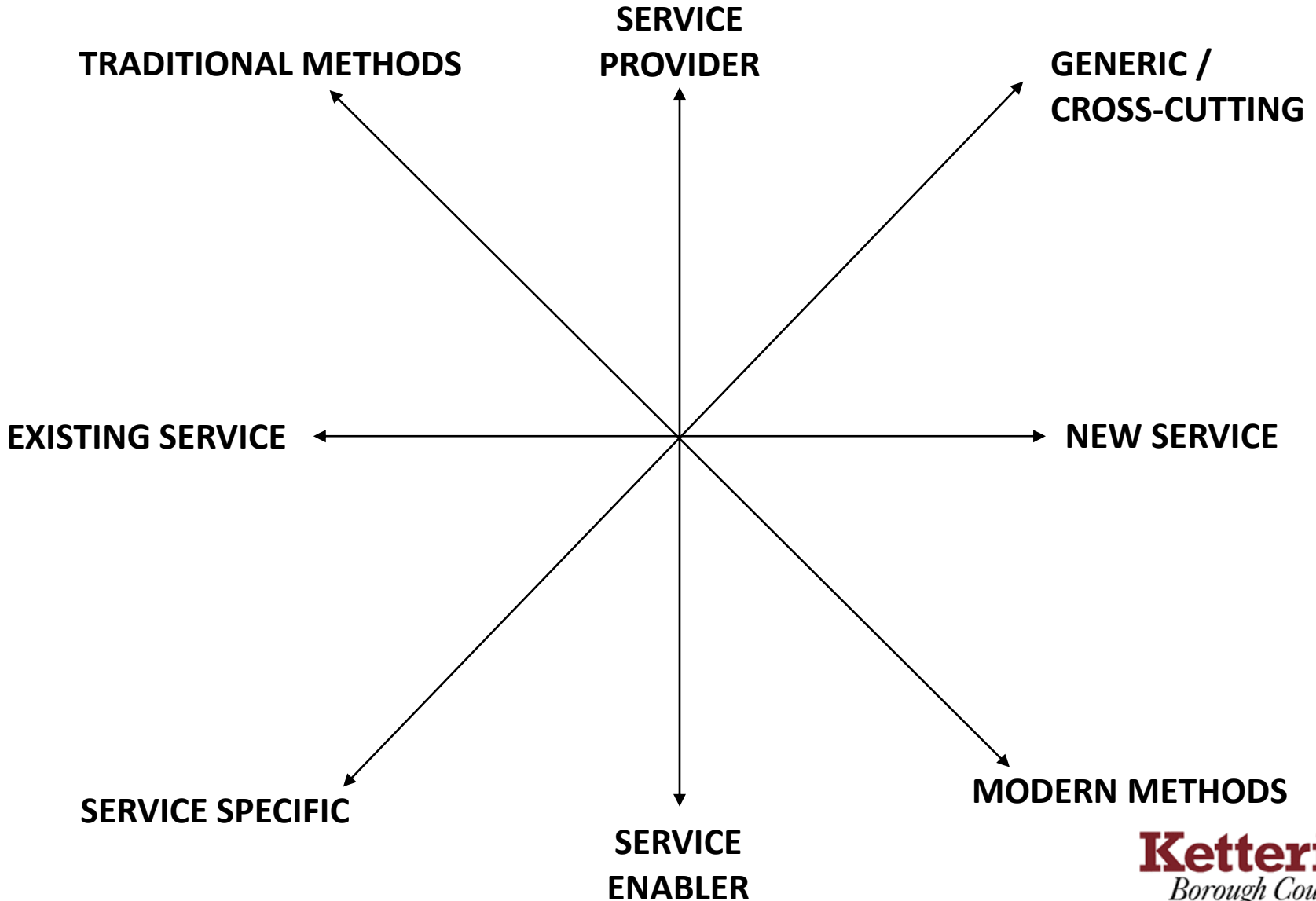
INDIRECT

Some example methods of communication

- Phone
- Face-to-face
- Letter
- E-mail
- Website
- Social Media
- Customer access points
- Events & Consultations
- Leaflets & Newsletters
- Advertisements
- Media Coverage
- Word of mouth
- Others



Context of Communication



Complexity

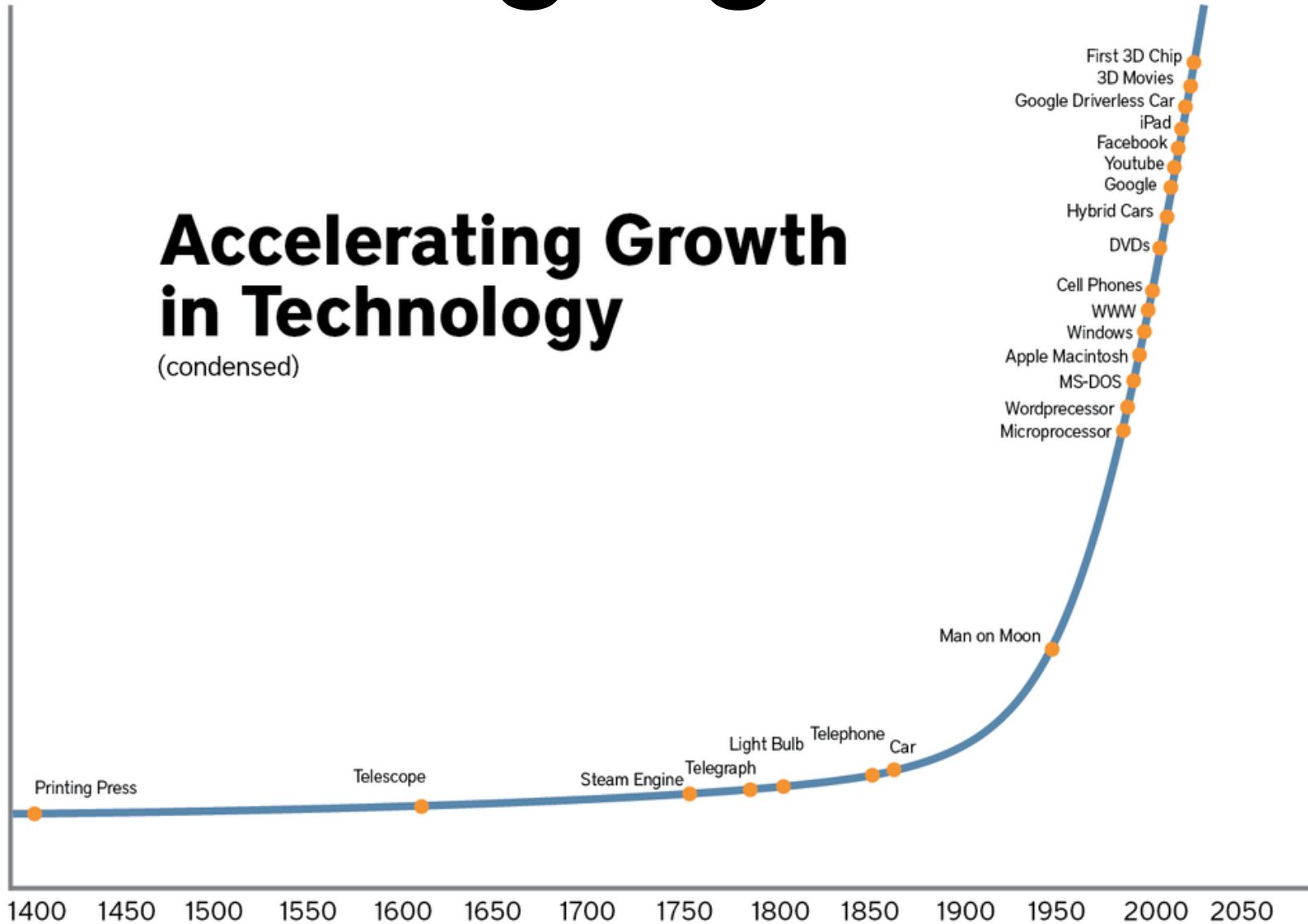


Website

Changing world

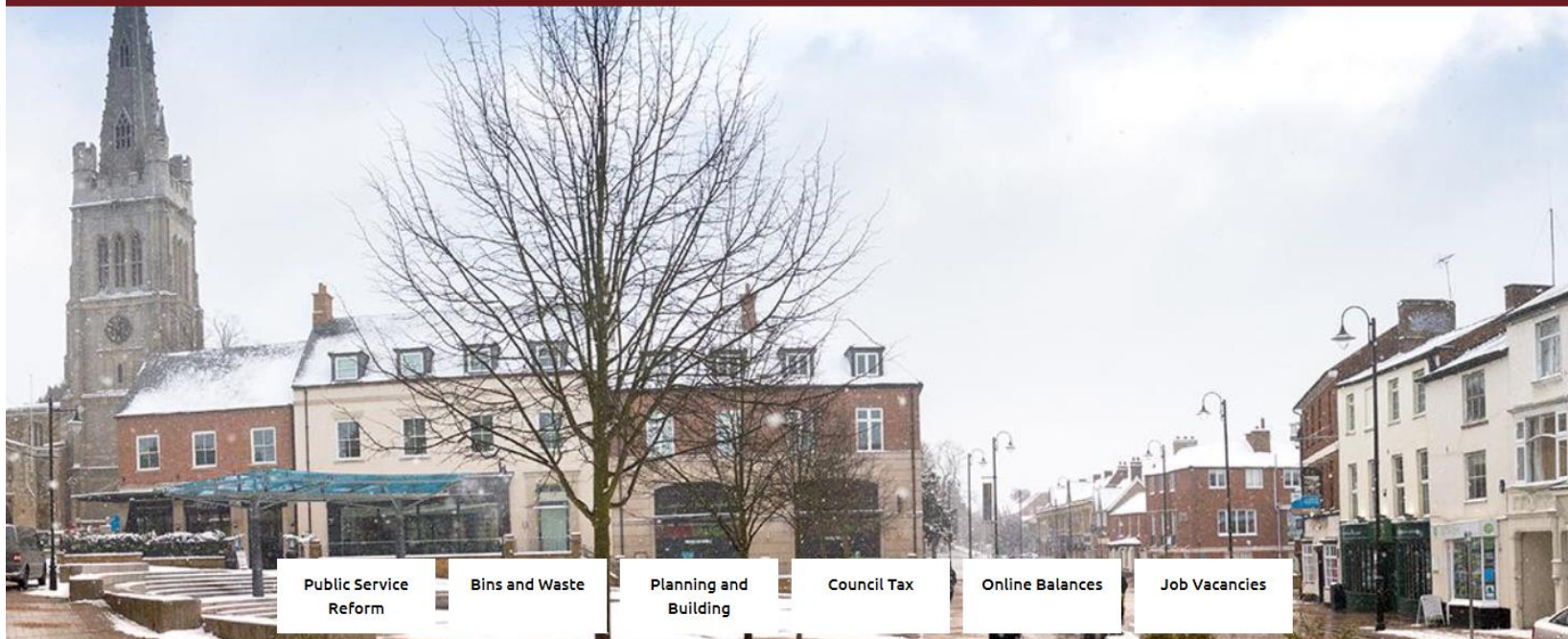
Accelerating Growth in Technology

(condensed)



Current Website

Keyword search eg. council tax, planning permission...



[Public Service Reform](#)

[Bins and Waste](#)

[Planning and Building](#)

[Council Tax](#)

[Online Balances](#)

[Job Vacancies](#)

[About the Council](#)
[Business and Licensing](#)
[Benefits](#)
[Community and Living](#)
[Council Tax](#)

[Councillors and Meetings](#)
[Crematorium and Cemeteries](#)
[Elections and Voting](#)
[Environment](#)
[Housing](#)

[Jobs, Careers and Training](#)
[Parking](#)
[Planning and Building](#)
[Recycling, Rubbish and Waste](#)
[Sports, Parks and Leisure](#)

Overview

Since 1st October 2018:

- 366,000 different users
- 809,000 sessions
- 4,594,000 page views

Overview

An average user (since 1st Oct 18)

- Spends 3 mins 2 secs on the site
- Views between 5 and 6 pages on the site

Key access areas

Keyword search eg. council tax, planning permission...



**Public Service
Reform**

Bins and Waste

**Planning and
Building**

Council Tax

Online Balances

Job Vacancies

About the Council
Business and Licensing
Benefits
Community and Living
Council Tax

Councillors and Meetings
Crematorium and Cemeteries
Elections and Voting
Environment
Housing

Jobs, Careers and Training
Parking
Planning and Building
Recycling, Rubbish and Waste
Sports, Parks and Leisure

Overview

Top 10 Activities / Overall Page Views (since 1st Oct 18)

| | |
|------------------------------|---------|
| 1 Planning Permission Search | 135,443 |
| 2 Payments | 87,115 |
| 3 Job Vacancies | 86,422 |
| 4 Bin Collection Day Check | 81,437 |
| 5 Balance Checker | 60,800 |
| 6 Planning Info | 57,420 |
| 7 Rubbish and Recycling Info | 55,106 |
| 8 Council Tax Info | 43,534 |
| 9 Contact Us | 34,736 |
| 10 Bin Request Form | 20,839 |

Overview

Changing Behaviour

Face to Face Visits, average per month:

| | |
|----------------|-------|
| 13/14 | 3,552 |
| 19/20 (to Dec) | 2,561 |

Online Payments, total for year:

| | |
|------|--------|
| 2009 | 13,372 |
| 2019 | 44,878 |

E-Mail Contact, average per month:

| | |
|----------------|-----|
| 09/10 | 321 |
| 19/20 (to Oct) | 872 |

Web Forms, total for year:

| | |
|------|--------|
| 2009 | 2,625 |
| 2019 | 13,405 |

Questions

