

Scrutiny Committee – 1<sup>st</sup> March 2011

## 8. SSDC Website Review

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### Purpose of the Report

To give an update on the SSDC website and address any concerns.

### Action Required

That members note and comment on the report and the website demonstration.

### Background

The new SSDC website was launched last year and we have been collecting detailed statistics since mid July 2010. This report is a general update and also addresses some concerns raised. During the meeting there will be a live website demonstration and all members have been invited to attend and discuss their experiences relating to using the website.

### Report

This report will be more effective as a live demonstration. Below are some key statistics and points:

#### Key Stats Since mid July 2010:

230,00 Visits

1.2 million page views

72% use Internet Explorer. 15% use Firefox (I can explain this in my demonstration)

52% arrive via a google search. Almost all searches use 'South Somerset District Council' or 'SSDC'. 50% of these then add the word 'planning'.

#### The top pages:

/planning-and-building-control/planning-search/planning-search

/planning-and-building-control/planning-search/planning-search.aspx

/planning-and-building-control

/planning-and-building-control/planning-search

/environment/recycling-and-waste

/ssdc-homepage

/planning-and-building-control/planning-permission-

/pay-for-it.aspx

/jobs-and-volunteering/job-vacancies

#### Key Areas for Development

- Website speed
- Accessibility
- Moving more people to use the website to access our services, away from phone, letter and face to face. For example, the recent Garden Bin renewal service was

available for the first time online. To date over 40% of renewals have been made online.

- Improve members pages
- Fix and monitor broken links
- Improve planning pages further. By far the most complaints are received when there are problems with access to planning data online.

### **Financial Implications**

There are no ongoing revenue costs as all software used is 'free open source'.

### **Corporate Implications**

N/A

### **Carbon Emissions & Adapting to Climate Change Implications (NI 188)**

Uses new hardware technology which consumes less power

### **Equality and Diversity Implications**

Work required to provide high contrast options, more audio options, sign language videos and better signposting for non English speaking residents. I believe we will be submitted a separate report to Scrutiny on this later this year.

### **Other Implications**

N/A

### **Background Papers**

N/A

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