

**REPORT TO: COMMUNITY ENGAGEMENT GROUP – 23 APRIL 2009**

**SUBJECT: COMMUNITY PLANNING WEBSITE**

**BY: MORAY COUNCIL – COMMUNITY PLANNING OFFICER**

## **1. REASON FOR REPORT**

- 1.1 The reason for this report is to invite the Group to consider initial feedback on the revamped Your Moray website and approve recommended actions to be implemented as a result of this feedback.

## **2. RECOMMENDATION**

### **2.1 It is recommended that the Group**

- (i) considers initial feedback on the revamped Your Moray website**
- (ii) approves recommended actions to be implemented as a result of this feedback to encourage greater 'buy-in' to the website at a strategic level and promote the importance of the website throughout the Partnership**

## **3. BACKGROUND**

- 3.1 In November 2008 the Community Planning website ([www.yourmoray.org.uk](http://www.yourmoray.org.uk)) was relaunched following a major revamp of its structure and layout. The revamp was carried out to take account of the considerable changes in Community Planning in the wake of the Concordat and the introduction of the Single Outcome Agreement. Opportunity was also taken to simplify the site and make it easier to find and access information on it.
- 3.2 In redesigning the site due account was taken of recent surveys and examples of best practice in web design and layout.
- 3.3 Following the launch of the new site, detailed information is now available on an ongoing basis of the number of people using the site, how often they do so, which parts of the site they are looking at etc. A snapshot of this information is attached in **Appendix 1** - this covers the period from the relaunch of the site in early December 2008 until 31 March 2009. It highlights the fact that the number of visitors to the site has increased steadily since its launch. The statistical information has also proved useful in identifying possible further improvements to the site. These include moving more frequently accessed parts of the site

to more prominent locations and those parts less visited out of the main focus.

- 3.4 Given the fact that very few users of the site have thusfar fed back views on the new site, it was decided to create a short online questionnaire and send this out to all key stakeholders (around 250) who receive the Your Moray E-Bulletin each month.
- 3.5 Unfortunately fewer than 10% of those who received the survey responded to it. Of those who did respond, the majority expressed satisfaction with the changes to the site.
- 3.6 Both the statistical feedback on the usage of the site and the poor response to the survey reflect a concern that the site is not being utilised as the main source of information on the Community Planning Partnership. However, any website is only as good as the information it contains.
- 3.7 At present there are 'gaps' in content on the website. There is also information, which is not updated as regularly as it should be. This deters visitors from returning to the site. Whilst efforts have been made to encourage the submission of relevant information by those holding it, this is not happening as effectively as it should. In order to address this issue, it is proposed to formalise this role by creating Content Providers. This will be done in close consultation with Theme Groups and Area Forums
- 3.8 Content Providers are effectively the "owners" of all content within a section of the website. Some Providers will have responsibility for a number of sections, including operational groups etc, while others would have responsibility for only one group.

More specifically, each Content Provider will be asked to

- Provide up to date information for the relevant pages of the website
- Monitor content to ensure it is up to date
- Provide group minutes for inclusion on the website, where appropriate
- Provide updates of membership lists and contact details
- Provide items for flagging up as news
- Promote the website within the partnership by placing all relevant documents on the site and referring individuals to the site to gain access to these documents

- 3.9 The work required to complete these tasks should not be time consuming – they should be being done as a matter of course. However, by identifying individuals within each group and formalising the process it is more likely that information 'gaps' will be filled.
- 3.9 At some point in the future, it may be appropriate to adopt a Content Management System (CMS) for updating the website. If this did occur,

the Content Providers would assume the roles of Content Editors and would update their website pages themselves.

- 3.10 In addition to establishing a network of Content Providers it is also intended to produce a guidance note on the content management of the site, including how and by whom information will be provided, and a promotional flyer to publicise the range of information available through the site.

#### **4. SUMMARY OF IMPLICATIONS**

**(a) Community Plan / Theme Plans / Partner Plans**

The Community Planning website provides a comprehensive reference hub for all information relating to Community Planning in Moray, including all of the above plans, and is a key element of the Partnership's Media Strategy.

**(b) Policy and Legal**

There are no policy or legal implications arising from this report.

**(c) Resources (Financial, Staffing and Risks)**

The website will continue to be maintained by the Council's ICT Section. An annual contribution of £8k is made from the Community Planning Partnership budget towards the cost of providing this service.

There will be a small cost attached (around £150) to the production of the proposed flyer, which will be met from the Community Planning budget.

**(d) Consultations**

This report is based on feedback received from stakeholders who responded to the online survey, as well as statistical feedback.

The Community Planning and Development Manager and the ICT Officer, who maintains the website, have been consulted and concur with the content of the report.

#### **5. CONCLUSION**

- 5.1 The Community Engagement Group is invited to consider initial feedback on the revamped Your Moray website and approve recommended actions to be implemented as a result of this feedback.**

**Author of Report: Roy Anderson, Community Planning Officer**

**Background Papers: Your Moray Website – Statistical Feedback**

**Signature** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Designation : Community Planning Officer Name : Roy Anderson**