



Your Moray - Your Community

REPORT TO: COMMUNITY ENGAGEMENT GROUP – 16 OCTOBER 2008

SUBJECT: COMMUNITY PLANNING WEBSITE

**BY: MORAY COUNCIL - CORPORATE POLICY UNIT
MANAGER**

1. REASON FOR REPORT

1.1 The reason for this report is to invite the Group to approve the revisions made to the Community Planning website in the light of the Single Outcome Agreement and the recent changes to Community Planning structures.

2. RECOMMENDATION

2.1 It is recommended that the Group

- (i) approves the revisions made to the Community Planning website in the light of the Single Outcome Agreement and the recent changes to Community Planning structures**
- (ii) notes that these changes are part of an evolving process as the new structure becomes established**
- (iii) provides feedback on the revised site, including possible future improvements to the lay-out, content etc**

3. BACKGROUND

- 3.1 The Community Planning website was launched in March 2005 to provide a wide range of information and latest news about the progress of Community Planning in Moray.
- 3.2 In October 2006 the site was revised following an evaluation exercise conducted by students from Moray College. The name of the site was also changed to www.yourmoray.org.uk to reflect the new Partnership corporate branding.
- 3.3 The site, which is maintained on behalf of the Partnership by the Council's ICT Section, regularly attracts over 60,000 hits per month.
- 3.4 Over the last few months a major revamp of the site has taken place to reflect the advent of the Single Outcome Agreement and consequent changes to Community Planning structures, including the establishment of a Community Planning Board and Community

Engagement Group and the reduction in the number of Theme Groups from seven to five. The revised site is ready to go 'live' pending the approval of this Group.

- 3.5 It should be noted that the site will continue to evolve as the structure develops and further strategies and plans are created.
- 3.6 Opportunity has also been taken with the recent revision of the site to simplify the process of finding information on it and make it more 'user-friendly' within the limitations of the existing software.
- 3.7 Recent surveys of best practice in web design have been consulted and lessons taken on board to inform the redesign process. These include:
 - SOCITM Survey 'Better Connected', which looked at best practice in a range of local authority websites
 - Mystery Shopper Survey, which gathered views of local people on the Council website
 - Surveys of community/voluntary organisations about communication with/from the Partnership to inform the revised Community Planning Media Strategy (January 2008)
 - Citizens' Panel Survey – Getting in Touch with Local Agencies (March 2008)
- 3.8 The key changes made as a result of best practice and other feedback gleaned from the surveys include the following:

Navigation and Clarity and Content

- The pages of the site have been grouped into more logical sub-sections, each of which has a consistent navigational style.
- The 'Breadcrumb' navigation trail has been introduced on each page to make it clearer for users where they are within the site.
- The clarity of the content has been reviewed eg always having the download options at the bottom of the news link etc, and always noting the file type and size of downloads.

Look and Feel

- Every effort has been made to make the website design clearer eg use of white space and 'clean lines'.
- The site is no longer split into several sub-sites as before (ie each theme/Forum opens in a separate window).
- There is now an option to report website faults or provide project updates on every page.
- There are details of the last page update on every page.

- 3.9 It should be noted that because of the software used for the website, it can never be fully accessible, however all steps have been taken to

ensure the site is as accessible as possible. In order to achieve a fully-accessible website, the Partnership would need to incur additional resource, both in terms of time and financial cost.

- 3.10 Any feedback on the new design, including suggestions for possible future improvements to lay-out, content etc, would be appreciated. Feedback should be sent to communityplanning@moray.gov.uk. This is the generic email address to which all information to be posted on the site should also be sent.
- 3.11 A discrete temporary link to the new site has been set up to enable members of the Group to have a look at it prior to the meeting. In order to view the site type in the following address to your web browser – <http://217.158.106.145>. A live link to the site will also be made available at the meeting.

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.

If the site is ever to become fully accessible, additional financial and staffing resources would be required.

(d) Consultations

Feedback from site users, from both the Partnership and the community, has been taken into account in revising and redesigning the website to make it more 'user-friendly' and easier to find information on it.

5. CONCLUSION

- 5.1 The Community Engagement Group is asked to approve the revisions made to the Community Planning website in the light of the Single Outcome Agreement and changes to Community Planning structures.**

Author of Report: Roy Anderson, Community Planning Officer

Background Papers:

Ref: