

REPORT TO THE COMMUNITY AND CORPORATE ORGANISATION POLICY & SCRUTINY PANEL

DATE OF MEETING: 9 OCTOBER 2018

**SUBJECT OF REPORT: NORTH SOMERSET COUNCIL WEBSITE AND SELF
SERVICE (DIGITAL) SERVICES**

TOWN OR PARISH: ALL

**OFFICER/MEMBER PRESENTING:
SIMONE DAVEY, CUSTOMER SERVICES MANAGER**

KEY DECISION: NO

RECOMMENDATIONS

That the panel consider and review the information offered regarding improvements to the website and self-service (known as digital).

1. SUMMARY OF REPORT

2. POLICY

n/a

3. DETAILS

Switchboard

Responsibility for digital moved from the Transformation team to Support Services in June 2018 following a re-organisation. Simone Davey is now the responsible officer. The website is jointly “owned” by Simone Davey and Vanessa Andrews.

Previously, there was a virtual digital team made up of officers from the council, and the approach to digital development was through digital testing with members of the public.

The new approach is to work in a virtual digital team together with experts from Agilisys who can deliver knowledge and expertise that the council does not possess. Evidence will be gleaned from software attached to the website, such as Google Analytics, Google search consul, Hotjar and other analytics tools.

Work started in September 2018 and will be delivered in monthly sprints. During 2018/2019, we will deliver 6 sprints. These will cover the most popular customer journeys and will also aim to fix some issues around the search facility and the menu in MyAccount.

Attached are the first outputs from the digital team. These are draft and are not approved. They have been shared with CMT.

During the meeting I will be able to demonstrate some new software, Hotjar.

4. CONSULTATION

N/a

5. FINANCIAL IMPLICATIONS

The cost of this work will be within budget for 2018/2019

6. RISK MANAGEMENT

None

7. EQUALITY IMPLICATIONS

N/a

8. CORPORATE IMPLICATIONS

N/a

9. OPTIONS CONSIDERED

N/a

AUTHOR

Simone Davey, Customer Services Manager, 01934 427370

APPENDICES

Appendix 1 – NSC website improvements