

# North Somerset Council

# 7

## REPORT TO THE COMMUNITY AND CORPORATE ORGANISATION POLICY & SCRUTINY PANEL

**DATE OF MEETING: 29 JANUARY 2019**

**SUBJECT OF REPORT: DIGITAL UPDATE**

**TOWN OR PARISH: ALL**

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

**KEY DECISION: NO**

### RECOMMENDATIONS

That the panel consider and review the information offered regarding the new virtual digital team.

#### 1. SUMMARY OF REPORT

To provide update on Digital at the request of the panel.

#### 2. POLICY

n/a

#### 3. DETAILS

### BACKGROUND

The management of the Digital team changed from June 2018 and consequently the approach that we are taking to digital development. This report and presentation at the meeting is to bring the panel up to date with recent changes and progress

### STRUCTURE OF TEAM

Previously, the team was “virtual” in that the staff were directed from teams to work on digital projects for a percentage of their time. They were managed by Kieron Kilbride. One member of staff (apprentice) was from Agilisys.

The team is now structured slightly differently. Simone Davey manages the virtual team and works alongside a team of experts from Agilisys. The team meets fortnightly for one working day to progress a work plan.

## **USER TESTING**

Previously, user testing was carried out by meeting with members of the public to test scenarios which were then recorded and analysed. The downside to this is the time taken in organising and participating in the meeting. Six tests were undertaken for each scenario.

We have now installed software which allows us to see how our customers interact with the website. This give us real data to work on, providing better insight into the issues that our customers experience.

## **WORK PLAN**

A plan of work has been started and we are working with services to determine where the greatest need is based on a variety of factors.

We will be improving the way that the website looks, changing the hosting of the website to make it more reliable and improving the content to make it more customer friendly.

We are also working in improving the accessibility of the website and microsites to meet new legislation coming into effect in September 2020.

## **4. CONSULTATION**

N/a

## **5. FINANCIAL IMPLICATIONS**

Within budget

## **6. RISK MANAGEMENT**

None

## **7. EQUALITY IMPLICATIONS**

N/a

## **8. CORPORATE IMPLICATIONS**

N/a

## **9. OPTIONS CONSIDERED**

N/a

## **AUTHOR**

Simone Davey, Customer & Digital Services Manager, 01934 427370

## **APPENDICES**

Appendix 1 – Presentation: User Testing