Minutes from Business Transformation OSC meeting 22 March 2010

BT/09/93   **Web Development Strategy**

The Committee considered a report regarding the Web Development Strategy. It was acknowledged that during the creation of Central Bedfordshire the website had needed to be constructed very rapidly, merging three legacy authorities' web content. While work had been done throughout 2009 to improve the website, a fundamental improvement plan was needed and a Web Development Team had been tasked with creating a draft Web Development Strategy, which had been approved at the final Web Development Team meeting on 1 March 2010.

The Web Development Strategy aimed to unlock significant organisation wide savings and to give customers a better service. It was proposed that this would be delivered through five key areas of work:

- Getting the basics right
- Doing it better online
- Personalising services
- Getting involved in online conversations through social media
- Bridging the digital divide

It was anticipated that the project would take 2 years to be implemented in a phased approach, and that benefits of the strategy would start being realised from the second year of implementation onwards.

Members noted that while the majority of Central Bedfordshire residents willingly used, or would use, the internet; there was a significant minority who may not have the resources or inclination to use the internet in their daily lives and that the Council would need to be mindful of how these users accessed services or information.   In addition, it was noted that 10 ikiosks had been placed in towns and villages to help members of the public who did not have access to computers otherwise.

It was noted that the website must be written in a language which was accessible by the public. An example would be to make sure that Waste was also locatable via 'garbage' and or 'rubbish'. It was important to remember that not everyone uses the same words when referring to services.

It was noted that the Elections pages within the website should be updated for the upcoming General and Local Elections. These pages would be receiving more visitors than non-election periods and needed to have accurate and timely information available at all times.

RESOLVED

1. **that the draft Web Development Strategy be approved for consideration by the Executive at its meeting on 6 April 2010.**

2. **that the Efficiencies Board ensure the robustness of the proposed financial savings flowing from this initiative and monitor progress accordingly.**

3. **that the Council's website is managed proactively to ensure the provision of accurate and timely information, particularly with regard to known, planned, events such as elections.**

4. **that the Web Development Strategy Task Force be thanked for its work.**