

Department for Environment, Food and Rural Affairs

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Our ref RFI 3418
Date 28 July 2010

Ms Elizabeth Mutch
email: request-40395-acacfff1@whatdotheyknow.com

Dear Ms Mutch

REQUEST FOR INFORMATION: Website analytics for sites reviewed under the recent cost cutting exercise.

Thank you for your request for information about websites analytics for sites reviewed under the recent cost cutting exercise, specifically user numbers per site and time spent on sites. 'Bounce' rates were also requested. We received this request on 01 July and are dealing with it under the Freedom of Information Act 2000 (FOIA).

Despite recent media coverage to the contrary, there has not been a recent cost cutting exercise relating to Defra's websites. As a result we are unable to provide you with any information associated with such an exercise.

However we do plan to close a number of Defra managed websites by April 2011 in line with a process called Transformational Government Website Rationalisation (TGWR); a government endorsed programme laid down in 2007. Its aim is to reduce the costs of maintaining government websites, not to deprive the public and key user groups of important information. Indeed, extending the release of government data and public transparency are key principles of this new government.

Please be assured that we plan to move content that is relevant to our audiences, as part of the same process, to alternative locations. In the short to medium term, we also plan to use website redirects to ensure users are taken from any closed website addresses to where content has been moved.



If you have any queries about this letter, please contact me. I also attach an annex giving contact details should you be unhappy with the service you have received.

Yours sincerely

Robert Jones
Corporate Communications
Department for Environment Food and Rural Affairs

Annex A

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Annex B

Complaints

If you are unhappy with the service you have received in relation to your request you may make a complaint or appeal against our decision within 40 working days of the date of this letter. Please write to Brendan Walsh, Head of Defra's Information Rights Team at, Area1B Ergon House, Horseferry Road, London SW1P 2AL, (email: informationrights@defra.gsi.gov.uk) who will arrange for an internal review of your case. Details of Defra's complaints procedure can be found at:

<http://www.defra.gov.uk/corporate/policy/opengov/complain/info.htm>

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. Please note that generally the Information Commissioner cannot make a decision unless you have first exhausted Defra's own complaints procedure. The Information Commissioner can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF