Management of the Council's Website Content and Utilisation - Follow up Action Plan

Audit recommendations made as part of the Management of the Council's Website Content and Utilisation final report issued in November 2011.

Progress discussed with Phil Rumens, Web Development Manager and Keith Ulyatt, Public Relations Manager on 23rd May 2013.

Recommendation	Weakness/ Significance	Agreed/ Not Agreed	Client Comments / Progress to date (highlighted in bold)	Responsible Officer/ Timescale for Implementation
1) We recommend that future Website Development Strategies are compiled to cover a longer time frame with an annual refresh being carried out each year which gives updates on annual targets as well as longer term goals.	Minor / Advisory	**Agreed**	The Website Development Strategy does cover more than one year, however it was acknowledged that the period covered isn't clearly defined in the document. This will be revised when the document is next updated. **There is currently a website development project underway, the 'Choose Digital' project. This project is part of the Customer First Initiative which has been established to focus on delivering the 'Putting people first' principle included in the Council's current Strategy.** **The Choose Digital project has superseded the Website Development Strategy, and includes some key changes to the way that the Council's website will be structured/will operate.** **In summary, the project includes the creation of two new websites, one based around quick access to digital services, the other around council and community information that's easy to find and understand. The project completion date has been estimated as June 2014.** **WORK IN PROGRESS**	Web Development Manager in consultation with the Customer Focus Programme Board In time for setting next years' strategy – 2012/13

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2) We recommend that when the Website Development Strategy is reviewed, the aims and directions included in other corporate strategies are used as a basis for determining the areas for developing the website.	Minor / Advisory	**Agreed**	**See recommendation 1 comments.** **The website development project 'Choose Digital' has been identified to assist in delivering key corporate priorities.** **IMPLEMENTED**	Web Development Manager in consultation with the Customer Focus Programme Board In time for setting next years' strategy – 2012/13
3) We recommend that a framework should be established covering the compilation of those strategies that need to interlink with the Website Development Strategy. The framework should identify the timeframes for the key stages of reviewing/revising the documents, and who needs to be involved.	Moderate / Necessary	**Agreed in principle**	The Transformation Efficiency Board (TEB) is currently carrying out a review of Corporate Strategies with the aim of streamlining the number of strategies in place. In relation to the Website Development Strategy this would be encompassed within an overarching strategy, the Communication Strategy. **See recommendation 1 comments.** **IMPLEMENTED**	Customer Focus Programme Board In time for setting next years' strategy – 2012/13
4) We recommend the following:- a) The Website Development Strategy should stipulate overall ownership of the document and responsibility for its implementation. b) The CFPB Terms of Reference should be reviewed to ensure that they reflect the current role of the group. The review should incorporate the requirement for the Terms of Reference to reflect the Group's role in approving the content of the Website Development Strategy together with overseeing progress against the defined aims and goals.	Moderate / Necessary	**Agreed**	The CFPB Terms of Reference have recently been revised and will be presented to the Board for approval at the next meeting in December 2011. **See recommendation 1 comments.** a) **Ownership and responsibility for implementation and development of the new websites is being managed as part of the Choose Digital project.** b) **The Customer Focus Programme Board no longer exists. The web development project 'Choose Digital' falls under the 'Customer First Programme' and reports to the newly created' Customer First Programme Board' which oversees progress against the defined aims and goals.** **IMPLEMENTED**	Customer Focus Programme Board a) At the next Website Development Strategy refresh b) Within 6 months

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5) We recommend that the Web Development Strategy should follow the same governance arrangements as other key corporate strategies, i.e. it should be submitted to Corporate Board/Management Board for information/approval.	Minor / Advisory	**Agreed**	**The project 'Choose Digital' is part of the Customer First Programme and was approved by the Customer First Programme Board on 8th May 2013.** **IMPLEMENTED**	Customer Focus Programme Board At the next Website Development Strategy refresh
6) We recommend the following:- a) A responsible body is assigned with the ownership and responsibility for the development of the Intranet. b) A strategy is developed for the Intranet.	Moderate / Necessary	**Agreed in principle**	Under the proposals of the Senior Management Restructure (SMR) the web development function would move to a different service area. This may result in timing issues for implementation and/or different service priorities for work needing to be undertaken. **6a) and 6b) The development of the Intranet has been identified and included as one of the projects in the Customer First Programme. The project is planned to start in May 2014, and therefore a detailed project brief has not yet been drafted. Ownership and responsibility for implementation and development of the Intranet will be managed as part of the project.** **WORK IN PROGRESS**	Head of Customer Services/Head of I.C.T. Within 6 months
7) We recommend that the targets covering the utilisation of the website could be further expanded so that they cover measurements for each of the three key areas defined in the Socitm guidance, together with more detailed analysis of users' satisfaction with the various elements of their experience of using our website.	Minor / Advisory	**Agreed**	**We were informed that this is something that will be developed once the Choose Digital project is complete and the new websites are in place.** **WORK IN PROGRESS**	Web Development Manager in consultation with the Customer Focus Programme Board In time for setting next years' strategy – 2012/13
8) We recommend that the Customer Focus Programme Board establishes a formal / structured approach to monitoring and reviewing the achievements and progress of the Website Development Strategy, and this is recorded in the Strategy.	Minor / Advisory	**Agreed**	**The Chief Executive is the Chair of the Customer First Programme Board, who also takes on the role of Senior Responsible Officer (SRO) for the change programme. The Board also includes a member representative and the SRO is supported by the Programme Manager who reports direct to the Programme Board.**	Customer Focus Programme Board Within 6 months

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It should be ensured that detailed reports / updates are obtained covering the key aims within the Strategy, and officers are required to attend to provide an update. Minutes should record any actions required, the officers responsible and timeframes for implementation.			**Progress on delivery of the Programme is overseen by the Customer First Programme Board. Whilst the progress on delivery of the individual projects is the responsibility of the individual project managers.** **IMPLEMENTED**	
9) We recommend that the Council considers establishing some means for measuring and assessing the utilisation, effectiveness and users satisfaction relating to the use of the Intranet. Once established these performance measures should be regularly monitored and reported to a relevant governance group, for them to decide on the prioritisation of remedial action. Links with recommendation 6.	Moderate / Necessary	**Agreed in principle**	**See recommendation 6 comments.** **This will be addressed as part of the Intranet project planned for later in the year.** **WORK IN PROGRESS**	Web Development Manager in consultation with the Customer Focus Programme Board In time for setting next years' strategy – 2012/13
10) We recommend that a) The Website Editorial Group is put on a more formal basis, i.e. that Terms of Reference are drawn up covering the role of the group. b) We recommend that issues / good practices discussed at the group's meetings are documented and incorporated into future training programmes and guidance.	Minor / Advisory	**Agreed**	**The Website Editorial Group no longer exists. Instead, service users now make up the project team for the 'Choose Digital' project.** **REDUNDANT**	Web Development Manager Within 6 months
11) We recommend that the guidance covering the processes for publishing information on the Council's website is expanded for the following:-	Moderate / Necessary	**Agreed**	As training for Authors and Editors is provided by the ICT Training Team, they will be included in discussions regarding the content of the revisions to the guidance.	Web Development Manager in consultation with the ICT Training Team.

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a) the use of links and creating of structures, 'parent / child' articles; b) use of metadata'; c) checking that duplicate articles / pages are not created; d) the requirement to remove old / obsolete articles and documents from the library and from the web pages; e) use of documents version control; etc. f) how to set 'site security'; i.e. where the article is to be published, available to all and published on the Website and Intranet, or Intranet only. g) ongoing / regular maintenance requirements; i.e. checking that content is still relevant, there have been no changes in legislations, organisational structures.			**As previously mentioned, there is no longer a Website Editorial Group. Representatives from service areas are now on the Choose Digital project board.** **We were informed that there will be a change in the roles and responsibilities for publishing information on the Internet/Intranet, authors will have minimal responsibilities and there will be 2 dedicated / central staff responsible for publishing. It is estimated that these changes will take place in May 2014. The Service is currently recruiting for a Digital Content Officer and later in the year will be requesting approval for to recruit a Digital Content Assistant.** **We were informed that Guidance / detailed procedures will be reviewed and amended accordingly.** **WORK IN PROGRESS**	Within 6 months

	Category of weakness		Significance
Fundamental	May result in a complete breakdown of the service and or fraud or other irregularity	Mandatory	For statutory, council regulations or service instructions fundamental control weaknesses
Significant	May result in a breakdown in the service and or fraud or other irregularity	Necessary	For Significant or moderate control weaknesses
Moderate	May result in some impact on the service	Advisory	For minor control weaknesses or efficiency improvements
Minor	Limited impact on the service		