



South Tyneside Council

Daniel Morehead
request-170519-e8461796@whatdotheyknow.com

Date: 22nd August 2013
Our Ref: FOI 13.12779

Dear Mr Morehead

Freedom of Information Request

I refer to your Freedom of Information Request received on 26th July 2013.

Your request asked for the following information:

Your Request

1. How much did your website design, development and launch cost?
2. What is the cost of maintaining your website month to month? I'm specifically looking for development support, hosting and other maintenance costs.
3. When was the current iteration of your website launched?
4. Do you have a mobile friendly website? (i.e. does your website have a version tailored specifically to smartphone users)
5. For each of:
 - o January 2013
 - o February 2013
 - o March 2013
 - o April 2013
 - o May 2013

I would like to know:

- 5.1 How many visits your website received
- 5.2 How many of these visits were from a smartphone device
- 5.3 How many of them were from a tablet device
6. Which web analytics tool do you use to track data such as the above?

7. What are the costs incurred with using your current web Analytics tool?

Council's Response

We can confirm the following information with regards your request above.

1. How much did your website design, development and launch cost?
£64,000
2. What is the cost of maintaining your website month to month? I'm specifically looking for development support, hosting and other maintenance costs.
This is provided in-house through our partnership with BT South Tyneside.

On 1st October 2008 the Council entered into a 10-year Strategic Partnership with BT to provide the Council's ICT services. It is considered that BT's arrangements are confidential and form part of their approach to business development. We are therefore of the opinion that to release this information would prejudice BT's business development.

The Council is citing Exemption 43 (Commercial Interests) of the Freedom of Information Act 2000 for refusal. The Council considers that such a disclosure would prejudice BT's commercial arrangements, and would in our opinion, constitute a breach of our contractual arrangements.

Public Interest Test

Before relying on Exemption 43, the Council also has to apply the public interest test. The Council must consider whether the public interest test in withholding information outweighs the public interest test in disclosing the information

It is clear that there is public interest in how the Council delivers its website services and how it achieves its best value objectives. It is also clear that the Council has a duty to comply with its duties and commercial projects in an appropriate, transparent and professional manner, where applicable.

However, one must also consider the significant impact that such a disclosure would have on our partners as well on the Council:

BT's point of view is that:

- **BT acts in an extremely competitive market place. The disclosure of BT's costs would be of particular value to external competitors who may try to undercut them in future tender agreements with the Council;**
- **The disclosure of BT's costs may adversely affect the Council's bargaining position and those parties to the agreement in future negotiations;**
- **The release of BT's costs is regarded as sensitive commercial information, which reflects BT's approach to business development. This in affect would involve disclosing and revealing BT's trade secrets.**

From the Council's point of view it may:

- **Discourage private organisations to tender for contracts with the Council which may jeopardise our value for money initiatives;**
- **Create uncertainty with the existing private contracts we hold.**

3. When was the current iteration of your website launched?

September 2010

4. Do you have a mobile friendly website? (i.e. does your website have a version tailored specifically to smartphone users)

Yes at <http://m.southtyneside.info>

5. For each of:

- o January 2013
- o February 2013
- o March 2013
- o April 2013
- o May 2013

I would like to know:

5.1 How many visits your website received

- o **January 2013 – 119,119**
- o **February 2013 – 93,235**
- o **March 2013 – 107,410**
- o **April 2013 – 104,624**
- o **May 2013 – 120,636**

5.2 How many of these visits were from a smartphone device

- o **January 2013 – 2,203 (desktop site) + 26,689 (mobile site) = 28,892**
- o **February 2013 - 1,484 (desktop site) + 17,870 (mobile site) = 19,354**
- o **March 2013 – 1,988 (desktop site) + 20,806 (mobile site) = 22,794**
- o **April 2013 – 2,344 (desktop site) + 19,949 (mobile site) = 22,293**
- o **May 2013 – 8,888 (desktop site) + 11,706 (mobile site) = 20,594**

5.3 How many of them were from a tablet device

- o **January 2013 – 12,888**
- o **February 2013 – 9,520**
- o **March 2013 – 11,838**
- o **April 2013- 12,126**
- o **May 2013 – 14,300**

6. Which web analytics tool do you use to track data such as the above?

Google Analytics.

7. What are the costs incurred with using your current web Analytics tool?

None.

I hope this information is of assistance to you.

Copyright Procedure

The information supplied to you continues to be protected by the Copyright, Designs and Patents Act 1988. You are free to use this information for your own purposes, including any non-commercial research you are doing and news reporting. Any other re-use of this information, for example commercial publication requires the permission of the Council as the Copyright holder. All re-use requests will be treated under the Re-Use of Public Information Regulation 2006.

Internal Review Procedure

If you are dissatisfied with the handling of this enquiry you can invoke the Council's internal review procedures to ask for an independent review of your request. All such requests must be sent to us within 4 weeks and must clearly state in writing your reference number and your reasons for your request for internal review.

The Information Governance Team can be contacted at the following address: Information Governance Team, Town Hall and Civic Buildings, Westoe Road, South Shields, Tyne and Wear, NE33 2RL.

Information Commissioner's Office (ICO)

Should you remain dissatisfied with the final outcome of the internal review process you can write to the Information Commissioner to ask for an independent review. The Information Commissioner is the Government's Independent Body responsible for overseeing the Freedom of Information Act 2000, the Data Protection Act 1998 and the Environmental Information Regulations 2004.

Please do note the ICO will only review cases that have exhausted the Council's internal review procedures. All correspondence to the ICO must quote the Council's reference number and your reasons for your appeal.

The ICO's contact details are as follows: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, SK9 5AF. More information can be found on the ICO's website at www.informationcommissioner.gov.uk.

If you have any further queries about this matter, please do not hesitate to contact us on (0191) 424 6539, or by emailing foi@southtyneside.gov.uk.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Paul Robinson', with a stylized flourish at the end.

Paul Robinson
Corporate Lead, Corporate Affairs