

Bath & North East Somerset Council

Pay for it | Report it | Book it | Apply for it | Tell us about a change | Give us feedback on

Search

Good Afternoon. How can we help you?

Popular Services

- Sustainable Communities
- Refuse Control - Noise
- Planning Applications
- The Georgian Garden
- Alcohol Sites
- Keynsham Regeneration Project
- Building Services
- Bath - World Heritage Site

Services in Your Area

Post Code Search

Find local information where you live

Most used transactions

- House Naming and Numbering Enquiry Form
- Public Rights of Way Feedback
- Van Permit Application Form

1 of 4

Events Listings

March 2012

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Add an event | View all

Latest News

Vision and Values 2012

Be safe at home with Safe at Home Week
Christmas and New Year opening times
Driving ParalympicsGB to Paralympic Gold
Ras Khama at revamped Southside Youth Hub

More News

My Community

- Give us your views
- Join your local group
- Get involved
- Youth Zone
- Local Research and Statistics

Featured Links

- About the Council
- Latest Minutes, Agendas and Reports
- Councillors
- Our Partners at Work
- Twinning
- Invest in Bath and North East Somerset

Making Bath & North East Somerset an even better place to live, work & visit



The Council uses 36 channels of communication- to serve

- 180,000 residents
- 65 Councillors
- 10 million visitors to the Bath & North East Somerset area
- Potential worldwide audience via the net and social media

It also serves some specific sectors

- 6,000+ businesses in the Bath area alone
- UK Jobs market –responsible for the majority of job applications to the Council
- Shop window to support economic development and investment

Council's website and Digital media

- ❑ Digital media is one of the most used and fastest growing forms of communication.
- ❑ However all other non electronic communications are also important

Key facts

- Currently 1.5 million individual visits a year
- 5 million page visits a year
- Majority of local homes have internet access
- Up to 95,000 local people use social media every week

Objectives

- ✓ **Meet rising expectations:- easier to use and faster**
 - Improved Interactivity
 - More intuitive to access information- no more than 4 clicks
 - Simplifies repetitive tasks- form filling
 - Personalised
 - Improved customer experience

- ✓ **Improves and encourages greater community engagement**
 - Provides a virtual meeting place
 - Supports increased use of social media
 - Supports localism and transparency – to help people do more in their own community

- ✓ **Drives and supports Channel shift (on-line transactions)**
 - Encourages repeat usage
 - It provides value for people
 - Platform for online transactions supporting Customer Services

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Top Improvements to the site

- **No more than 4 clicks to find any content**
- **Content will be restructured to be citizen focused**
- **Quality of the content will be improved**
- **Design based on previous “eye tracking” tests**
- **Improved navigation**
- **Improved postcode search - with more content**
- **Support greater engagement, and better use of social media**
- **Interactive events calendar**
- **It will be iPad friendly and there will also be a mobile phone version in due course**
- **Site will be faster than before - on all browsers**
- **Site will be much more secure**
- **Easier to develop**

Benefits of the site

- ✓ Much faster
- ✓ Easier to find content
- ✓ More opportunities to use on line transactions
- ✓ Based on a business case it saves the Council over £200,000 over 4 years

Key Developments in the pipeline

- ✓ **Mobile phone version of the Site-** for all formats
- ✓ **Extending access to information for community and public information** including demographics- localism and transparency
- ✓ **Invest In Bath & North East Somerset-** content aimed specifically at investors and developers to Market the site
- ✓ **A tourism portal** providing shortcuts to all the information for tourists on the website
- ✓ **Youth Zone.** Move B-Active onto the site and work with young people to design this part of the site
- ✓ **Extend virtual schools** section for Looked after Children

Testing and Accessibility

- The site will always comply with the latest Accessibility Guidelines
- The views will be sought of local disability groups
- Performance will be rigorously tested for resilience, speed, security and functionality
- Staff and Councillors will have access to the Alpha site before go-live, for their views (anticipated Mid May)
- Customer feedback by online questionnaire's and page rating

Questions