

TONBRIDGE & MALLING BOROUGH COUNCIL
FINANCE, INNOVATION and PROPERTY ADVISORY BOARD

02 June 2015

Report of the Director of Finance & Transformation

Part 1- Public

Matters for Information

1 WEB SITE RE-DESIGN

This report updates Members on the planned improvements to the Council's web site design to ensure that it remains fit for users' purpose as preferences and technology change.

1.1 Introduction

- 1.1.1 A year ago, this Board supported a proposal to seek a re-design of the current web site in the face of overwhelming evidence of change in internet technology and user expectations of the site if it is to be their preferred channel for transacting with the Council in the future.
- 1.1.2 Earlier this year at the January meeting, the Board further supported a set of principles to underpin the re-design specification (Annex 1 refers).

1.2 The draft re-design

- 1.2.1 Working in collaboration with an external web designer, a re-design has been produced and approved by the Management Team.
- 1.2.2 Critically, the design has been undertaken 'mobile first', which is to say that it has been constructed to be useable on smartphone and tablet technology, rather than primarily desktop as in the past.
- 1.2.3 Whilst the design is visually different to the existing site, it reflects the changing nature of both customer engagement/self-service and the Council's need for digital transformation, and the user's expectations of what constitutes a modern, 'useful' web site.
- 1.2.4 The introduction and prominence of the "I want to ..." navigation box is an important part of the design to make the site as accessible as possible, particularly to those who may be using the site infrequently.
- 1.2.5 When viewing the design, Members are requested to bear in mind that the Council's web site will primarily be a tool for customers to achieve their aims(s) and not a Council organ. Further, at the moment, the content does not appear

exactly as it will do when the re-design goes live. This is about the look and operation of the design, rather than the content.

- 1.2.6 The re-design has been shared with the Kent Association for the blind and 'tested' by some of their volunteers who, subject to some minor changes which have been made subsequently, were very supportive of the design and the way in which the site works for them.

1.3 Legal Implications

- 1.3.1 There are no implications.

1.4 Financial and Value for Money Considerations

- 1.4.1 As the major part of the implementation of this design concept has been undertaken in house, the re-design has been achieved within £2,000 web development budget, there is no further financial implication.

1.5 Risk Assessment

- 1.5.1 Risks identified are limited to reputational risk in the event of web site 'downtime' caused by any design implementation but these have been assessed as minimal.

1.6 Equalities/Diversity

- 1.6.1 The decisions recommended through this paper have a remote or low relevance to the substance of the Equality Act. There is no perceived impact on end users. As stated at paragraph 1.2.6, the re-design has been shared with the Kent Association for the blind.

1.7 Policy Considerations

- 1.7.1 Communications
1.7.2 Customer Contact

Background papers:

contact: Charlie Steel

Nil

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