

Portishead Town Council Staffing and Finance Committee
Agenda item number 20: Recommendation to delegate authority to the Communications Manager and Chair to procure a replacement Council website up to a maximum cost of £10,000 from the 2021-2022 and 2022-2023 Council budget. (Chair)



1. Background:

- a. This recommendation will enable the Communications Manager to develop a functional website which is more user friendly with better signposting for visitors.

2. Objectives:

- a. To create a website which is more user friendly with better functionality, with less technical problems due to its age.
- b. The recommendation will deliver across all the Council's themes: Wellbeing, Prosperity, Sustainability and Efficiency.
- c. It will provide better access for all to all areas of the Council and allow better signposting and functions to support the community. It will cover all aspects of Council themes.

3. Delivery plan:

- a. The Communications Manager has already completed a survey amongst staff and Councillors to gather feedback.
- b. Subject to approval, she will proceed with obtaining quotes from 3 suppliers, one of those being our existing supplier.
- c. Once quotes and a supplier have been selected, time scales will be agreed depending on the Council's requirements and their availability.
- d. It is hoped that a new site could be live by September but this will all be dependent on the amount of work involved for both parties.
- e. Much of the existing content will be copied to a new site, although it does need to be a much-simplified layout.

4. Council resources:

- a. £5,000 has been allocated in the 2021-2022 Council budget and up to £5,000 will be allocated from 2022-2023.
- b. Quotes will be obtained from 3 suppliers for the new website.
- c. Web hosting will continue and may vary depending on the provider.
- d. Long-term this will save the Communications Manager a lot of time currently spent fixing problems and making small changes to the existing site to make it work as it is past its shelf life. Some of these fixes are made by the existing supplier, which adds cost to the operational budget.
- e. With better signposting functions it will reduce the number of enquiries directed to the Office Manager.
- f. The Communications Manager (and Communications Assistant once recruited) will lead this work with input from both staff and councillors

5. Risk assessment:

a. Risks of doing the activity / project:

Risks	Mitigation	Resulting risk level
Potential risk of loss of communication between websites, when one is switched off and the next switched on	Normal practice is to build a test site, and only switch off the current site once it is operational and functional	Green

b. Risks of not doing the activity / project:

- i. The current site is underused as it is difficult to navigate and not engaging, this is demonstrated in the stats at the end of the report which shows that most users access the site for 10 seconds or less, the most likely reason is that they cannot find the information they want or find it quickly enough.
- ii. The Council is missing the opportunity to encourage users to view multiple pages and perhaps book a Hall or contact a Community Group.

- iii. The current website contract has ended so any work is on an ad-hoc basis and it is no longer covered by warranty.
- iv. The current website is unstable, and documents and pages have been lost.
- v. The overriding issue is the website is out of date and having a new website will allow the Council to have better working functions for both back and front-end users such as online Hall bookings and online question signposting.

6. Impact analysis:

	Potential impacts (positive / negative)
Wellbeing & health	<ul style="list-style-type: none"> • This theme can be promoted much more and can include a whole area dedicated, promoting Community Groups and organisations, volunteer opportunities, the Community Hub, etc.
Equality, diversity, inclusion & safety	<ul style="list-style-type: none"> • A new site would have more modern features to ensure accessibility to all and that the features which are the most current.
Crime, disorder & transport	<ul style="list-style-type: none"> • Being able to signpost visitors better and quicker to the help they need.
Transparency	<ul style="list-style-type: none"> • All public Council documents i.e.: Committee meeting minutes, policies, finance reports etc. are included on the website, but will be much easier to find on a new site.
Council / community finance	<ul style="list-style-type: none"> • Reduction in ad-hoc costs to fix problems.
Scale (number of residents benefitted)	<ul style="list-style-type: none"> • All residents with access to internet will benefit.

7. Recommendations:

- a. The staff and Councillor survey highlighted the following requirements:
 - i. Better hall booking system
 - ii. Links to most recent social media posts
 - iii. Links to Visit Portishead website
 - iv. Needs to work better on a mobile
 - v. Links to other websites which show latest updates, such as Skatepark, Neighbourhood Plan and Visit Portishead, WWSA
 - vi. Q and A based on enquiries received on a regular basis
 - vii. Search facility to 'contact my councillor'
 - viii. List of services and which does what to be more user friendly and the main heading
 - ix. Online customer page to report issues.
 - x. Better format for meeting minutes / agendas etc.
 - xi. A dedicated area for wellbeing and community so groups and events etc can be included or linked to.
 - xii. Staff team information
 - xiii. Improved 'about the council' page
 - xiv. A section about Projects

Appendix showing current website statistics:

- Figures showing number of users and length of time on site and pages viewed.

2019 Users – 17,698

Session Duration Bucket	Sessions	Page Views
0-10 seconds	15,869	17,272
11-30 seconds	1,926	5,068
31-60 seconds	1,735	6,191
61-180 seconds	2,854	13,404
181-600 seconds	2,289	14,378
601-1800 seconds	1,119	8,981
1801+ seconds	182	3,099

Page	Page Views	Unique Page Views	Avg. Time on Page
	68,393 % of Total: 100.00% (68,393)	50,453 % of Total: 100.00% (50,453)	00:01:07 Avg for View: 00:01:07 (0.00%)
1. /	12,510 (18.29%)	9,195 (18.22%)	00:00:38
2. /News-Events	5,832 (8.53%)	4,119 (8.16%)	00:00:45
3. /Town-Councillors	5,241 (7.66%)	3,682 (7.30%)	00:02:08
4. /Town-Council-Minutes	2,899 (4.24%)	1,838 (3.64%)	00:01:26
5. /Contact-Us	2,062 (3.01%)	1,542 (3.06%)	00:01:57
6. /Community-Halls	1,799 (2.63%)	1,077 (2.13%)	00:00:54
7. /Town-Council	1,645 (2.41%)	1,229 (2.44%)	00:00:34
8. /Council-Services	1,525 (2.23%)	1,124 (2.23%)	00:00:47
9. /Folk-Hall	1,337 (1.95%)	1,127 (2.23%)	00:02:06
10. /News-Events/Portishead-Flower-Show-and-Country-Fair	1,197 (1.75%)	889 (1.76%)	00:02:04

2020 Users – 18,932

Session Duration Bucket	Sessions	Page Views
0-10 seconds	17,928	20,039
11-30 seconds	1,735	4,519
31-60 seconds	1,502	4,983
61-180 seconds	2,302	10,089
181-600 seconds	2,090	15,326
601-1800 seconds	1,098	8,010
1801+ seconds	209	3,973

		66,939 % of Total: 100.00% (66,939)	50,729 % of Total: 100.00% (50,729)	00:01:11 Avg for View: 00:01:11 (0.00%)
1. /		13,803 (20.62%)	10,097 (19.90%)	00:00:46
2. /News-Events		3,758 (5.61%)	2,688 (5.30%)	00:00:47
3. /COVID-19-Information		2,304 (3.44%)	1,911 (3.77%)	00:01:35
4. /Town-Council-Meetings		2,180 (3.26%)	1,113 (2.19%)	00:01:35
5. /Town-Councillors		2,041 (3.05%)	1,524 (3.00%)	00:02:37
6. /Contact-Us		1,866 (2.79%)	1,393 (2.75%)	00:02:06
7. /Job-Vacancies		1,466 (2.19%)	1,039 (2.05%)	00:01:45
8. /Council-Services		1,447 (2.16%)	999 (1.97%)	00:01:05
9. /Coronavirus-COVID-19-Information		1,405 (2.10%)	1,178 (2.32%)	00:02:56
10. /Council-Allotments		1,216 (1.82%)	891 (1.76%)	00:03:19

2021 Users – 18,268

Session Duration Bucket [?]	Sessions [?]	Page Views [?]
0-10 seconds	18,188	20,010
11-30 seconds	1,796	4,958
31-60 seconds	1,442	5,303
61-180 seconds	2,255	10,273
181-600 seconds	1,786	11,006
601-1800 seconds	1,151	8,777
1801+ seconds	228	3,826

		64,153 % of Total: 100.00% (64,153)	47,409 % of Total: 100.00% (47,409)	00:01:15 Avg for View: 00:01:15 (0.00%)
1. /		14,870 (23.18%)	11,160 (23.54%)	00:00:47
2. /News-Events		3,690 (5.75%)	2,681 (5.66%)	00:00:44
3. /Town-Council-Meetings		2,805 (4.37%)	1,516 (3.20%)	00:01:32
4. /Town-District-Councillors		2,645 (4.12%)	2,002 (4.22%)	00:02:36
5. /Planning-Advisory-Group-Meetings		1,838 (2.87%)	993 (2.09%)	00:02:11
6. /Contact-Us		1,490 (2.32%)	1,259 (2.66%)	00:02:08
7. /Community-Matters-Committee-Meetings		1,339 (2.09%)	737 (1.55%)	00:01:48
8. /Folk-Hall		1,094 (1.71%)	902 (1.90%)	00:02:15
9. /A-History-of-Portishead		1,085 (1.69%)	971 (2.05%)	00:02:35
10. /Community-Halls		1,055 (1.64%)	633 (1.34%)	00:00:33