Communications & Website

Guy Holloway, Head of Corporate & Cultural Services
Overview

• Introduction

• Communications

• Website

• Questions
Communications
Setting the Scene

- Council’s are complex organisations
- Customer needs can be complex
- Services are varied in scale and scope
- Demand is high – supply is limited
Some drivers...

• Ensure awareness and use of services

• Recognition of the value of services

• Engage people to shape future landscape

• Develop prosperity and good feeling

• Right the wrongs!
The Council provides many services and it has many messages to communicate.

**Channels of Communication**

- Phone
- Face-to-face
- Letter
- E-mail
- Website
- Social Media
- Customer access points
- Events & Consultations
- Leaflets & Newsletters
- Advertisements
- Media Coverage
- Word of mouth
- Others

Some example methods of communication.
Context of Communication

- Traditional Methods
- Existing Service
- Service Specific
- Service Provider
- Modern Methods
- New Service
- Generic/Cross-Cutting
- Service Enabler
Complexity
Website
Changing world

Accelerating Growth in Technology (condensed)

- Printing Press
- Telescope
- Steam Engine
- Light Bulb
- Telegraph
- Telephone
- Car
- Man on Moon
- First 3D Chip
- 3D Movies
- Google Driverless Car
- Pad
- Facebook
- Youtube
- Google
- Hybrid Cars
- DVDs
- Cell Phones
- WWW
- Windows
- Apple Macintosh
- MS-DOS
- Wordpreessor
- Microprocessor
Overview

Since 1\textsuperscript{st} October 2018:

- 366,000 different users
- 809,000 sessions
- 4,594,000 page views
Overview

An average user (since 1\textsuperscript{st} Oct 18)

• Spends 3 mins 2 secs on the site

• Views between 5 and 6 pages on the site
# Overview

## Top 10 Activities / Overall Page Views (since 1st Oct 18)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning Permission Search</td>
<td>135,443</td>
</tr>
<tr>
<td>Payments</td>
<td>87,115</td>
</tr>
<tr>
<td>Job Vacancies</td>
<td>86,422</td>
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<tr>
<td>Bin Collection Day Check</td>
<td>81,437</td>
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<tr>
<td>Balance Checker</td>
<td>60,800</td>
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<tr>
<td>Planning Info</td>
<td>57,420</td>
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<tr>
<td>Rubbish and Recycling Info</td>
<td>55,106</td>
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<td>Council Tax Info</td>
<td>43,534</td>
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<tr>
<td>Contact Us</td>
<td>34,736</td>
</tr>
<tr>
<td>Bin Request Form</td>
<td>20,839</td>
</tr>
</tbody>
</table>
Overview

Changing Behaviour

Face to Face Visits, average per month:
- 13/14: 3,552
- 19/20 (to Dec): 2,561

Online Payments, total for year:
- 2009: 13,372
- 2019: 44,878

E-Mail Contact, average per month:
- 09/10: 321
- 19/20 (to Oct): 872

Web Forms, total for year:
- 2009: 2,625
- 2019: 13,405
Questions