

Action Plan – April 2021

This plan details the actions that were identified by the members of the Website Working Party and sets out progress made towards delivering/completing the actions.

Recommended action	Potential benefits	What do officers intend to do?	When do they intend to do it by?	What additional resources are required?	Progress update 28 April 2021	Progress update 24 May 2021
1. Review website pages which require trackers to run to see if this is required or they could operate in a different way.	Ensures users who have blocked trackers do not hit dead-ends.	Comms to speak with IT to investigate use of trackers on website and why. Do we have to have them and why? Do they prevent people using the site for those who disable them. Need a 'non- technical' explanation of why cookies and trackers are used.	Meeting held and changes that can be made straightaway have been actioned. Will be kept under review.	Continued support of ICT	<p>Meeting held. Some Cookies and trackers used for analytics purposes so we can continue to improve the site. We have improved the wording of our cookie alert to explain this and advise that people can opt out. Some of our linked sites – such as Modern.Gov sites we have no control over and use cookies for similar reasons.</p> <p>The only trackers that we use on our website are google analytics, tag manager which send info to analytics and google search. Our website should still work with the these disabled but can't guarantee that other systems that are styled to look like our website for example, FindMyNearest, will work with trackers turned off.</p> <p>FindMyNearest will not work with cookies turned off.</p>	Accessibility and Cookie advice updated on the web. Will keep under review.
2. Review website forms to see which require specific information to complete and look to put this information on the webpage preceding the form	Minimise frustration for users who are filling in forms [good example is the housing register (Home Link) which sets out what documents are required in order to register].	<p>This is mainly Anglia Revenues Partnership (ARP).</p> <p>How many forms do we have?</p> <p>Look at most used and ARP.</p> <p>Look at changes to be made.</p> <p>Book a date to go through it Comms and Customer Services & Transformation.</p>	Meeting held and agreed approach to reviewing currently used forms.	Customer Services & Transformation to work through the form list once received.	List of forms has been requested. Awaiting receipt.	Forms have been identified and several are no longer in use/been superseded. The review of the list of forms continues. Some changes will be required to ensure customers are made aware of any information requirements ahead of starting the form. Some changes are already in progress. When services are With online service provision (buying, applying, booking, reporting) Services are supported and encouraged to use the online form software (as opposed to a Word

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						document or similar) as this will promote use of a standard template and also Accessibility requirements. It also is a consistent format for customers.
3. Review the search function on the website to see if it is properly adjusting for misspellings.	Minimise frustration for users who mis-spell words.	Both talk to IT about Google search and what we can do to modify as well as why we use it.	The Google Search function is the industry standards. Misspellings are found and often the website states 'did you mean'. Comms to meet with ICT. Boost the use of A to Z too? Fewer than 8% of visitors use the search and 2% use A to Z.		Google search is the best free search and is what the majority of our residents are used to. It also has a function of guessing what people are searching for when they mistype or misspell. We can improve this function by adding extra potential misspellings both in the Google admin and in how we store the pages. For example, we can add keywords when saving pages and we can add common misspellings or potential searches. We are in the process of looking at the most common pages first and giving advice to web editors.	A programme has started to identify key searches and pages and add misspellings to the admin function. Web Editors are also being asked to add such words to the admin part of the page. Will keep under continuous review and practice.
4. Review the current connections and links between the ARP and West Suffolk website to ensure it is clear how to access information and who is responsible for what	Assist users in understanding where they need to direct queries to or where to access information and forms.	Customer Service Team to review	By middle of May	Customer Services Team to work through the current connections and links.	Work has been scheduled for completion first week of May.	This work was slightly delayed as a result of annual billing but is now underway. ARP colleagues are aware.
5. Review the use of additional banners and add-ons on the website to ensure they do not slow down page loading speeds	Reduce frustration when accessing slow loading pages.	Check resolution of pictures/ file size – standardise advice to make sure as quick as possible.	Completed		Image size set and communicated to communications team and web editors in services. Has been added to our accessibility guidance. File sizes are more difficult as some will naturally be large but where we can we are encouraging web pages which also aids accessibility.	As April progress update.
6. Look for areas on the website where it mentions the time bins need to be	Prevent users being confused by which is the right time.	Change the bin times one.	Completed	None	Completed and will be ongoing as service makes changes.	As April progress update.

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out for collection and ensure it is consistent.		Send advice to web editors to check their pages of inconsistencies.				
7. Review pages on the garden waste service to ensure the cost of the service is clear.	Minimise user frustration that the cost is not clear.	Price is now shown as bold on the website and is prominent on the pages.	Completed	None	Completed	As April progress update
8. Review tiles on sub-pages of the website to ensure they are consistently sized.	Assist users in improving navigation of the website.	An initial review conducted by the team has not identified any issues of this nature but if any are identified in future by councillors, staff or customers, these will be reviewed and rectified where necessary.	Will keep under review		Any examples of this issue that are forwarded to the team will be addressed. An initial review conducted by the team has not identified any issues of this nature.	Keep under review and Comms will react to any examples provided relating to this issue.
9. Review the information available on the contact us page to see whether more contacts for specific services should be added.	Assist users in identifying contact details to assist with queries	Direct contacts are provided on pages where appropriate. In most cases, the contact is to the customer service team. This is in line with the council's Customer Access Strategy as it helps us to manage customer contact. Need to reiterate the standardisation of out of office messages to point to alternative contacts.	Completed	None	Completed – but subject to ongoing review.	As April progress update.
10. Review property level information on MyWestSuffolk/Find my nearest.	Ensure users cannot see too much information in relation to a specific property	Ask for clarification from Information Governance Lead	Completed	None	This query arose as it is possible to work out if a property has a brown bin collection on MyWestSuffolk, however this is also possible to find out by viewing whether they put the bin out for collection. We have reviewed the information publicly available about a property on myWestSuffolk and the information available is not	Completed but as with any data/privacy considerations, this will be kept under review

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					personal data (unless combined with other identifiers that an individual would need to have) and importantly is not sensitive.	
11. Include information relating to public transport on MyWestSuffolk/Find my Nearest.	Promote and encourage use of public transport options	Talk with IT as to what can be added or linked to other sites such as SCC. We might just be able to add a link to Suffolk OnBoard. And other useful sites such a 'report a pothole'.	As soon as possible	List of suggestions	Where information exists, we can add – depending on what form it exists. We can add links to public transport information and will do that as well as any additional information councillors would like to suggest.	Compiling a list of public information to be added. This work will be carried out as information comes to light. It will be kept under review.
12. Include more details on battery recycling centres on the website.	Encourage greater take up of battery recycling.	Comms to talk to waste about improving this if needed. Service to make sure messaging is clear on website.	May	None	The council will be running environmental and recycling campaigns as part of the Suffolk Waste Partnership. Battery recycling locations are listed on our website for example supermarkets, DIY stores or household waste recycling centres and West Suffolk Council will continue to run periodic campaigns to support recycling initiatives in general and highlight where people can access these services.	Pages are being reviewed by the service and we have already, in the last month, taken part in a social media campaign on battery recycling including the dangers of not properly recycling or storing spent or unused batteries. We will participate in ongoing campaigns as they arise.
13. Review the wording on the moving home page to ensure it is clear about why the council needs information	Assist users in understanding the council's work	Comms and Customer Services & Transformation Team.	Completed	None	Wording reviewed and additional customer advice provided. Revisions published 29 April 2021.	As at April progress update.
14. Raise the profile of MyWestSuffolk on social media and with members to encourage residents to use it. Can the MyWestSuffolk/FindMyNearest link be made more prominent on the homepage.	Assist users in resolving issues via the website, reducing service demand.	Is name right – MWS or FindMyNearest. Look at social media and traditional media campaign about online use including MyWestSuffolk – and comms to members. Look at Homepage and whether MWS can have own icon but what do we lose. Do we bolden squares etc around where it sits already on the homepage.	May	Graphics	The council will run an online campaign after the May elections promoting what people can do online as well as MyWestSuffolk/FindMyNearest. Work is underway on improving the position of the FindMyNearest on the home page and repeating this on pages including the creation of a graphic to make the function stand out and can be used during the ongoing campaign.	Comms is finalising the graphic and campaign to encourage people to go online. This includes updates to FindMyNearest on the webpage, as well as promotion of the facility. This is due to start in June and run for the rest of the year and beyond.

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15. Inform Councillors of where they can raise website issues and improvements within the council.	Assist councillors in promoting use and resolving issues for users.	<p>Councillor brief and review what is on councillors' page and intranet.</p> <p>Explore ways of asking for feedback on the website from users. Comms to explore options, including costs.</p> <p>User or resident feedback forum could be possible, but there is a cost.</p>	May/ongoing	Democratic Services Customer Services and Transformation Families and Communities ICT	<p>Information for members (through the intranet and members briefing) should be provided, as well as being introduced through member induction process.</p> <p>Explore using a panel of users and residents to regularly check the website as well as running regular online surveys on the pages to keep an ongoing record to help improve the site.</p> <p>Keeping members up to date on ongoing 'How to do online' campaign with the invitation to suggest improvements/direct feedback from residents</p>	Exploring options for the Forum and on-page ability to give feedback on the user experience for specific webpages. Ongoing action to be progressed over the coming weeks.