

Appendix 3 – Update on Action Tasken to Implement Recommendation 1

Recommendation 1: a new independent website be created to promote sport and leisure in Redditch, be maintained and updated on a constant basis, and possess its own domain name to give it its own distinct identity

Current Status

Redditch website has continued to be refined by:

- 1) reducing the amount of pages in the website, by looking at pages and asking if they have value to the customer;
- 2) promoting the visibility of “high value” pages and moving low value pages that we have to publish as a Council but are of little use to people accessing sport and leisure facilities;
- 3) reducing the amount of clicks required to find services;
- 4) increasing the search engine accuracy (both inside the site and also with engines like Google and Bing) by adding accurate and unique Meta tags and descriptions; and
- 5) branding sections to suit the service requirements – which includes the first time we have branded part of the website **without** the Council headers - <http://Wellbeinginpartnership.co.uk> points to a page inside the Council website.

Statistics of website as a whole 2012:

Uptime: 99.99% (1 hour 14 minutes downtime during payments upgrade)

Pages Delivered/Visitors: 684,240 pages to 135,289 people.

Sports & Leisure Specifics

Leisure has had monthly meetings to monitor, discuss and develop their pages/content/online strategy. As a result they have

- 1) had more than a dozen people trained to be able to edit content on the website on top of the current authors;
- 2) decreased their pages by about 10%;
- 3) increased customer feedback implementation and communication by using the star rating system for monitoring;
- 4) decreased response time in updating pages and content; and
- 5) increased monitoring of satisfaction and use to help target events and promotions.

Summary of Leisure Statistics 2012:

Looking through the leisure sections’ statistics it can be seen that there has been a huge increase in mobile device access (predominantly iPhone and iPad). For the first time people are finding the Council from social media (reading a tweet and following links to the Council’s website).

Leisure has seen a rise in time spent on a page and also a reduction in page “bouncing” which suggests people are seeing the correct page more (and not bouncing straight to another page to try to find the information they actually wanted) and then reading the page.

This all points to a slow but steady improvement, which has been slow due to lack of resources in Sport and Leisure, to pursue faster and more radical changes.

Future Plans

With the current website **C**ontent **M**anagement **S**ystem (CMS) going end of life in early 2015 Officers have started to make a list of requirements for what the Council will chose for a replacement.

Leisure has been to site visits to see some of the choices available and see if their requirements are within the bounds of that system.

So far Officers have found that most modern CMS will perform the functions desired in the multi-platform environment that will be required with mobile device and home computers alike and that the new systems should be able to treat each department as a “mini-site”.

Leisure/Sports would also like to redesign their content to fit the more modern design of “task based” (i.e. “Football” or “Swimming”) as sections and this design can then drive the content move from the old to the new system and also any online systems can be developed to meet changing requirements as part of the transformation process. This should include developing the booking and payment systems to work better for the service in a more modern and stable way.

Summary

All teams involved in the CMS choices will be looking at a platform which best supports their needs and requirements for the next few years and also all teams will be involved in the content move and design of their own sections. This will hopefully lead to an outcome most like the requested independent website which was discussed.

The Web Team will be coordinating and making the plans come to life but trying not to influence the outcome while giving guidance and ideas as to what can be done and how it can be managed.

Issues to overcome in the future:

- 1) the resources required to manage systems/content more quickly;
- 2) using Social media and other promotional tools to interact better and in a more targeted fashion;
- 3) having a robust and integrated system for paying and booking;
- 4) making things easier to find and understand;
- 5) branding events to help public awareness; and
- 6) developing content and content authors.

Final note: the current website redesign and content re-work, along with increased Social media use through the communications team, was an intermediate step to see if Leisure could cope with the amount of work required to manage on a day to day basis. Officers think this has proved that while the work is not outside the capabilities of the leisure teams, it is probably more resource intensive than first anticipated and would need to be designed to take into consideration the amount of time or importance of this type of work.