



Corporate Communications

Presentation to Corporate Performance Panel

Sharon Clifton

Communications Manager

Honor Howell

Assistant Director

Andrew Howell

Web Team Manager



Overview

- Introduction
- Update from the Corporate Web Team
- Update on Council Information Centre/Digital Transformation
- Update from the Corporate Communications Team
- Questions



Presentation to Corporate Performance Panel

Corporate Web Team

Andrew Howell

Web Team Manager



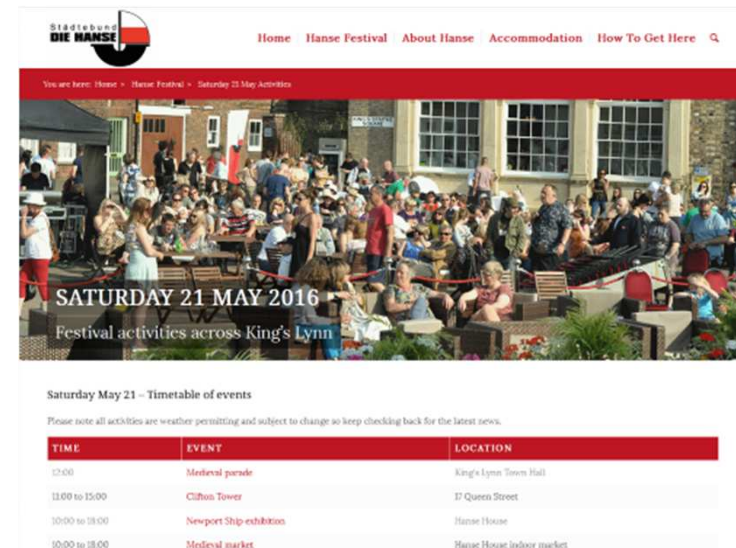
Overview of the Web Team

- Demand for our services is higher than ever:
 - Citizen account (OneVu)
 - New forms (78 forms being built to bring new services online)
 - Integrated form payments
 - Back office system integration
 - Supporting corporate website, intranet and 14 other websites (GEAR, Alive Leisure, Town Hall etc)
- Recently expanded from 2.5 to 4 FTE posts
- 2 developer posts and 1 post for overseeing web content



Since our last update

- New websites for King's Lynn Town Hall and the Hanse Festival



- Supporting the work of the corporate Channel Shift project
- Redevelopment of west-norfolk.gov.uk



Website usage – west-norfolk.gov.uk

2015/16

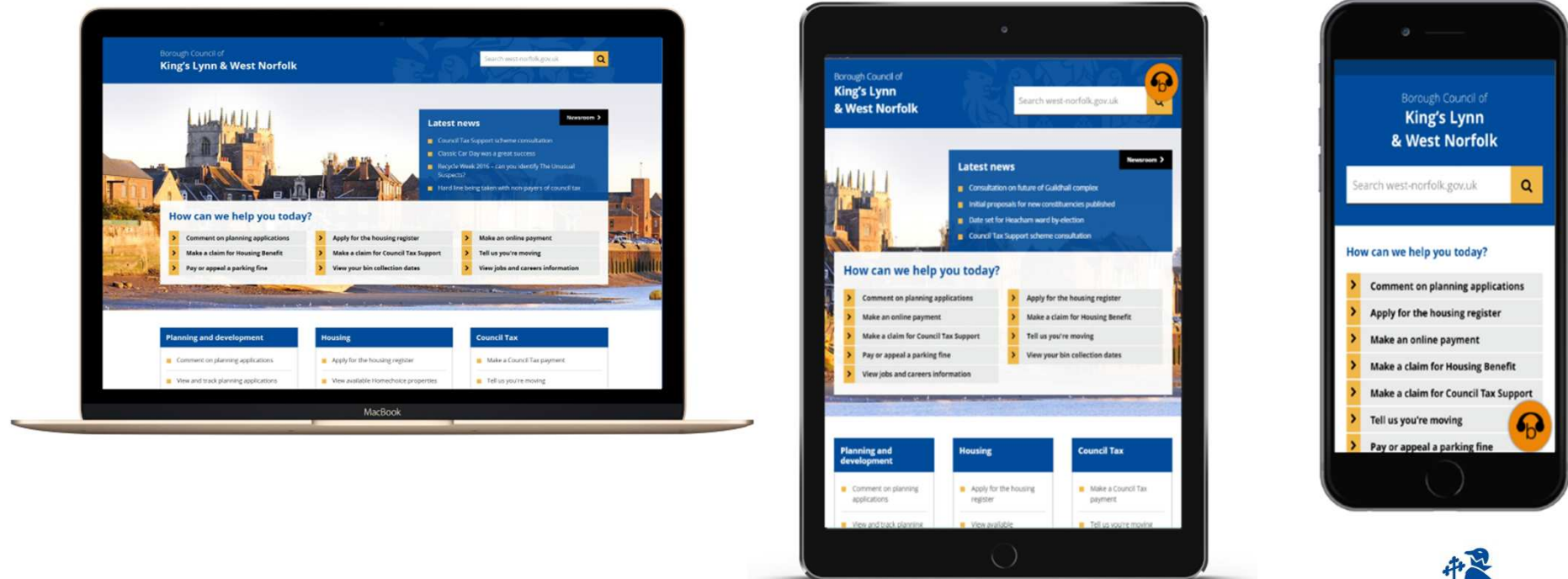
- 9% growth in web traffic in 2015/16
- Over 3.1 million page views and 1 million user sessions

2016/17 (so far)

- 18% increase in web traffic and 8.2% increase in website visits
- And it's only likely to increase...



New website features – Responsive design



Responsive across desktop, tablet and mobile devices



New website features – Use of location

- Use of location based information to provide information to customers throughout the website:
 - Bin collection dates
 - Nearby planning applications
 - Find your councillor
 - Council Tax charges
 - Nearest play areas

Bin and recycling collection dates

Displaying information near:

19 Cedar Way, Gayton, PE32 1UT

[Change your location >](#)

Your black, green and food bin collection is normally FRIDAY (Week 1)

Your brown bin collection is normally THURSDAY (Week 2).

Select a bin to find out what goes in it.

Current collection dates

Friday 16th September 2016:



Thursday 22nd September 2016:



New website features – Task orientated content

- All pages have been re-written
- Use of Plain English and content written in an active tone
- Website is task focused

Planning and development

> Comment on planning applications	> Make a planning application	> View weekly list of planning applications
> Find out about permitted development	> Appeal a planning decision	> Report a breach of planning

Planning applications

Find out how to make a planning application, and comment on an application in your area

Address management

We are responsible for all property numbering and street naming throughout West Norfolk.

Planning policy

Information on our planning policy which guides the future developments within West Norfolk

Conservation and listed buildings

Find out about our conservation areas and how to get listed building consent

Planning enforcement

Report a breach in planning, and how we investigate complaints

Trees, hedges and landscapes

Information about trees, tree preservation orders, hedges and landscape management



New website features – Predictive search results

- Use of predictive search results to signpost customers to the right information

The screenshot shows the website header with the logo and a search bar containing the text 'bin'. A dropdown menu displays predictive search results. The main content area is titled 'Bins and recycling' and contains several service cards. The search results dropdown is as follows:

- Assisted bin collections
- Bin and recycling collection dates
- Black bin
- Brown bin - Apply for garden waste service
- Brown bin - Cancel your garden waste service
- Brown bin - What goes in your bin
- Cabinet members
- Communal bins
- Food waste bin
- Garden waste bin
- Green bin
- Litter and litter bins
- Missed bin collections

The main content area includes the following sections:

- View your bin collection dates**
- Report a missed bin collection**
- Request a new or replacement bin**
- Request an assisted collection**
- Bin and recycling collection dates**
Find out your bin collection dates
- What goes in each bin**
Find out what you can put in each bin
- New or replacement bins**
Request a new or additional bin if yours is damaged, lost or stolen and you need a replacement
- Garden waste and composting**
Apply for our garden waste collection service, or cancel your garden waste bin
- Assisted bin collections**
Request help if you have difficulty moving your wheelie bins yourself
- Bulky item collections**
Our low-cost, bulky item collection service helps you get rid of any unwanted items that are too big for your bin
- Hazardous household waste**
How to safely dispose of hazardous household waste such as paint, chemicals and batteries



New website features – Improved accessibility

- New website meets Double-A compliancy for web accessibility
- Increased choice of options for users to customise the site

Change colours and fonts

This page allows you to adapt our website to suit your needs. The settings you choose on this page will be saved for future visits. Should you wish to return to the standard settings, use the "Reset" button.

Choose your text preferences

Text size

Font

Letter spacing

Choose your colour preferences

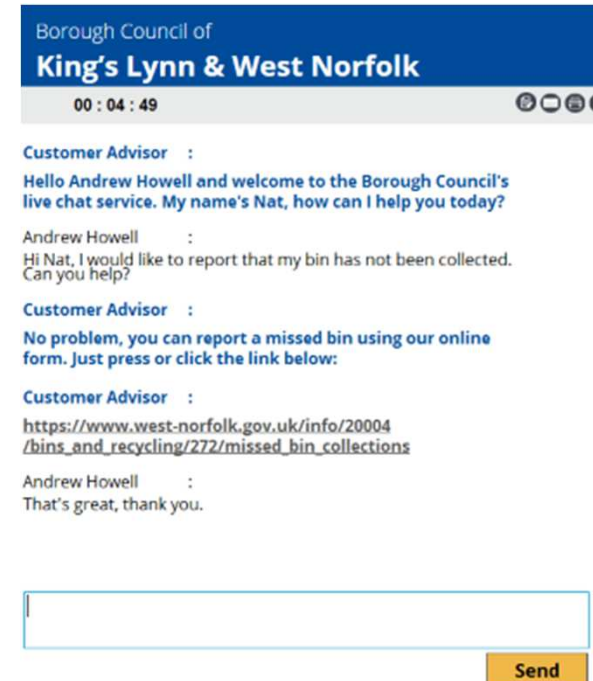
Standard High contrast Cream Blue

- Browsealoud reading and translation support



New developments

- Web chat about to go live
- New forms and services to support the rollout of OneVu
- Integration of forms into iDox service requests for licensing and waste
- Making planning applications easier to find
- Finding efficiencies and cost savings through streamlined processes and channel shift
- Refreshing websites for Careline and Care and Repair



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Digital Transformation

Honor Howell

Assistant Director



Council Information Centre

- Council tax (billing and recovery)
- Business rates (billing and recovery)
- Housing benefit/council tax support
- Licensing
- Planning
- Electoral Registration
- Waste & Recycling
- Environmental Health
- Housing (CBL, advice, standards, homeless)
- Clean-up
- Careline, Care & Repair and Handyperson are in progress



In a typical year we will.....

- Respond to over 100,000 telephone enquiries
- Answer 10,500 emails a year
- Meet and greet 20,000 visitors to Kings Court
- Sell 10,000 rolls of caddy liners
- Set up 5,000 payment plans
- Use 8 different computer systems to access information we need
- At our busiest, it isn't unusual to have 10-15 people in the queue to speak to us



Council Information Centre - Update

- Multi-channel contact centre
- Responding to emails, e-forms and telephone calls
- Online Support Officers
- Moving away from counter based enquiries
- Assisted self service
- Booked appointments where appropriate
- 'Nudging' customers to access services online
- Supporting and enabling customers to change behaviour when accessing services and submitting requests
- Reduction in opening days at Downham Market and Hunstanton offices
- Customers able to upload documents



Digital Transformation

- Corporate priority
- Lead on projects for:
 - Online benefit claims
 - Revenues forms (change of address etc)
 - E-forms (clean up, waste, dog fouling, fly-tipping)
 - Online customer account (OneVu)
 - Digital skills
 - Web Chat



OneVu

- Cloud based
- Development partnership
- Influence on design, look and feel and functionality
- Customer can view personalised information as well as make, view and track requests for service
- Access services 24/7
- Launching late autumn



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Corporate Communications

Sharon Clifton
Communications Manager



All change

- We have changed the language on our website to make it user friendly
- We are supporting channel shift by embedding positive, persuasive language in our internal and external communications
- We have launched our new digital newsroom



Digital newsroom

Donations sought for Henry Le Strange statue

Thursday, 15th September 2016

The campaign to erect a larger-than-life statue of Henry Le Strange in Hunstanton is gathering pace, and the organisers are now asking for existing pledges to be turned into donations.

Regeneration news



Recycle right campaign launched

Thursday, 15th September 2016

As part of National Recycle Week, the Borough Council of King's Lynn & West Norfolk is launching a major new campaign aimed at encouraging people to recycle the right things in the right way.

Bins and recycling news



Initial proposals for new constituencies published

Wednesday, 14th September 2016

The independent Boundary Commission for England (BCE) has published its initial proposals for new Parliamentary constituencies.

Council and democracy news



Date set for Heacham ward by-election

Tuesday, 13th September 2016

A request to fill a vacancy in the Heacham ward of the Borough Council of King's Lynn & West Norfolk has been received. Election day has been fixed as Thursday, 20 October 2016.

Council and democracy news



contact us on 01553 616200.



Tornado Trail 2016



Community tweets

Norfolk Police @NorfolkPolice
Just over a week to our @ChildSafetyNfk online #CSEConf2016. It's not too late to book > ow.ly/gyed304kUQ9



FoodStandardsAgency @foodgov
Great news from @WRAP_UK. We look forward to playing an active part in #Courtauld2025 to reduce #FoodWaste: bit.ly/2d5i3BF



Campaigns

- Bob and the #recycleright campaign



Media relations

- Speed
- Code of Practice for Local Government publicity
- Protocols
- Advice and support



Social media

- Twitter @WestNorfolkBC
 - 4,404 followers
 - 100,000 tweet impressions per month
 - 2,000 people looking at our profile each month
- Street Life
- Facebook for venues and events
- Flickr and YouTube



Social media

- Review of guidelines
- Training and support for staff and members



Coming up

- Circulate revised protocols
- Share revised social media guidelines
- Continue to embed channel shift into everything we do
- Work with councillors to produce blogs and more audio/visual content for social media and the newsroom



Thank you

Any questions?

