

OVERVIEW & SCRUTINY COMMISSION

Date: 29 November 2023

Wards: All

Subject: Update – One Year On

Lead officer: Sean Cunniffe, Head of Customer Contact

Lead Member: Councillor Christie, Cabinet Member for Finance & Corporate Services

PURPOSE OF REPORT & EXECUTIVE SUMMARY

This briefing paper provides some further analysis and feedback on the website, one year on, as requested by the Overview & Scrutiny Commission of 09 November 2022.

1. PERFORMANCE

Our website was visited by;

Total users	903,507	The total number of people who visited the site in the specified date range.
Sessions	2,241,732	A session starts when a user views a web page and ends after 30 minutes of inactivity.
Views	5,574,312	Total number times a page was viewed.

Top 10 most viewed pages

Page	Views	% of total
1. Home	821,178	15%
2. My Tax and Benefits: manage your account online	275,796	5%
3. Search	260,067	5%
4. Collection days for rubbish, recycling and garden waste	192,612	3%
5. Garth Road Household Reuse and Recycling Centre	166,095	3%
6. Make a payment	138,321	2%
7. Parking permits	124,107	2%
8. Apply for or renew a parking permit	110,529	2%
9. Benefits, Council Tax and housing	94,422	2%
10. Rubbish and recycling	92,931	2%

One of the key performance indicators we measure is the amount of digital take-up of services as opposed to telephone requests. The first table below shows the continuous improvement attained throughout the year 2022/23 and completes the years information from the last report given to OSC. It continues the rise of on-line transaction being performed by residents.

				CRP 118 / SP 548 Digital take-up (CRM services)		CRP 118 / SP 548 Digital take-up (CRM services)
	Actual	Actual	Actual	Actual		Target
Month	2022/23 Digital transactions (web + FixMyStreet web + FixMyStreet app)	2022/23 Phone transactions	2022/23 Total transactions	2022/23 Digital take-up	Month	2022/23 Digital take-up
April	9,216	2,732	11,948	77%	April	71%
May	10,328	2,932	13,260	78%	May	72%
June	12,248	3,785	16,033	76%	June	69%
July	10,397	2,992	13,389	78%	July	70%
August	10,398	2,890	13,288	78%	August	72%
September	9,594	2,456	12,050	80%	September	70%
October	8,850	2,296	11,146	79%	October	70%
November	8,323	2,371	10,694	78%	November	70%
December	7,460	1,988	9,448	79%	December	72%
January	9,498	2,301	11,799	80%	January	73%
February	8,426	2,254	10,680	79%	February	73%
March	9,620	2,670	12,290	78%	March	74%
Year total	114,358	31,667	146,025	78%	Year total	71%

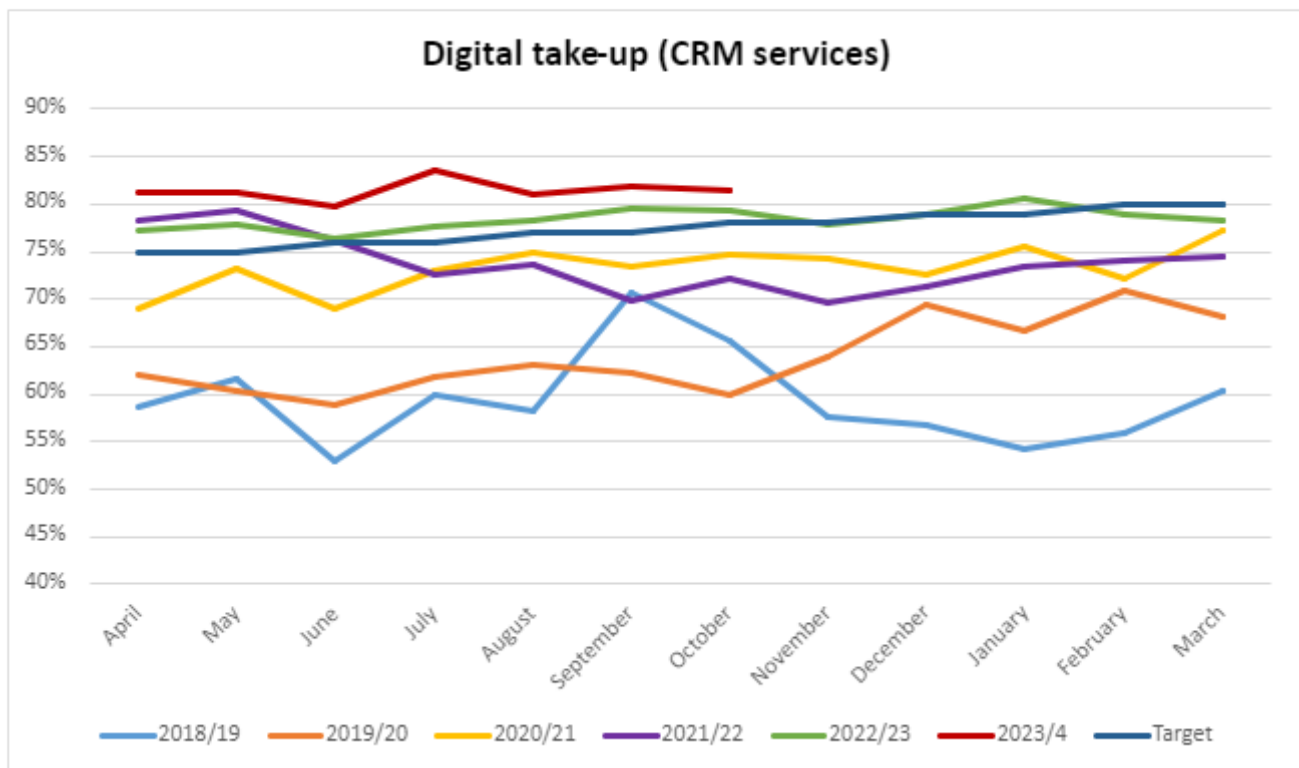
The second table gives the information for this year to date.

				CRP 118 / SP 548 Digital take-up (CRM services)		CRP 118 / SP 548 Digital take-up (CRM services)
	Actual	Actual	Actual	Actual		Target
Month	2023/24 Digital transactions (web + FixMyStreet web + FixMyStreet app)	2023/24 Phone transactions	2023/24 Total transactions	2023/24 Digital take-up	Month	2023/24 Digital take-up
April	9,474	2,184	11,658	81%	April	75%
May	11,234	2,603	13,837	81%	May	75%
June	14,092	3,568	17,660	80%	June	76%
July	13,180	2,576	15,756	84%	July	76%

August	10,724	2,503	13,227	81%	August	77%
September	10,075	2,247	12,322	82%	September	77%
October	9,801	2,247	12,048	81%	October	78%
November			-	#N/A	November	78%
December			-	#N/A	December	79%
January			-	#N/A	January	79%
February			-	#N/A	February	80%
March			-	#N/A	March	80%
Year total	-	-	-	#VALUE!	Year total	

Our aim is for the Council’s website to deliver a suite of on-line transactions and the website and complementary apps are therefore designed to ensure customers can easily access information and services across a myriad of devices. This strategy is aimed at meeting the changing needs of our customers for access to services and for services accessed on-line.

This table shows the improvement in on-line transactions 6 years and how we were aspirational at the start but will readjust our target for the forthcoming year to reflect the success we have achieved through both the website and apps such as Fix my Street.



2. Accessibility

Before publishing content, the Web Team edits it where necessary to ensure that it is written in Plain English, follows Merton's Style Guide, Government Digital Service content design guidelines, and the legally mandated "WCAG 2.1 AA" accessibility guidelines. These guidelines are very detailed, and content design is a skilled task, so this review stage is important.

The monthly accessibility index published by Socitm (Society of IT Managers) and Silktide ("Silktide Index") currently rate our website as "Excellent" for accessibility. This is based on automated testing for a selection of the WCAG 2.1 guidelines.

We no longer report on ease of access of the website as the data has proven to be unreliable as a result of Chat Bots skewering the results. We are looking at finding a solution to this. There is a customer feedback option at the end of all web pages and e-forms. The Web Team reviews all feedback monthly and uses this to drive improvement as demonstrated in the performance data above.

3. RECENT PERFORMANCE IMPROVEMENTS

We have recently launched the library services standalone website, under the Merton branding, offering significantly more in look and feel and on-line functionality.

We have also added the new mapping system which is useful for parking customers. This now gives a detailed map, highlighting controlled parking zones (CPZ's), and offering times and costs. This replaces the static PDF's.

Complaints are now routed through web forms and directly interrogated with back-office systems.

4. NEXT STEPS/MOVING FORWARD

We are looking to launch a new recruitment website as it is felt that the recruitment process lacks sufficient energy and appeal to entice prospective new employees.

Developmental work on Members Enquiries to begin to mirror the new complaints process and an element of automation.

The website continues to be work a in progress and is continuously reviewed for accuracy and improvements. We will continue to review every page at least once a year.

Preliminary work continues to be undertaken into the feasibility of connecting all on-line functionality under a single sign-on customer account.

A fully mediated access to services is available for those with accessibility issues either over the telephone or through our Library network.

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