CYC Website Tour

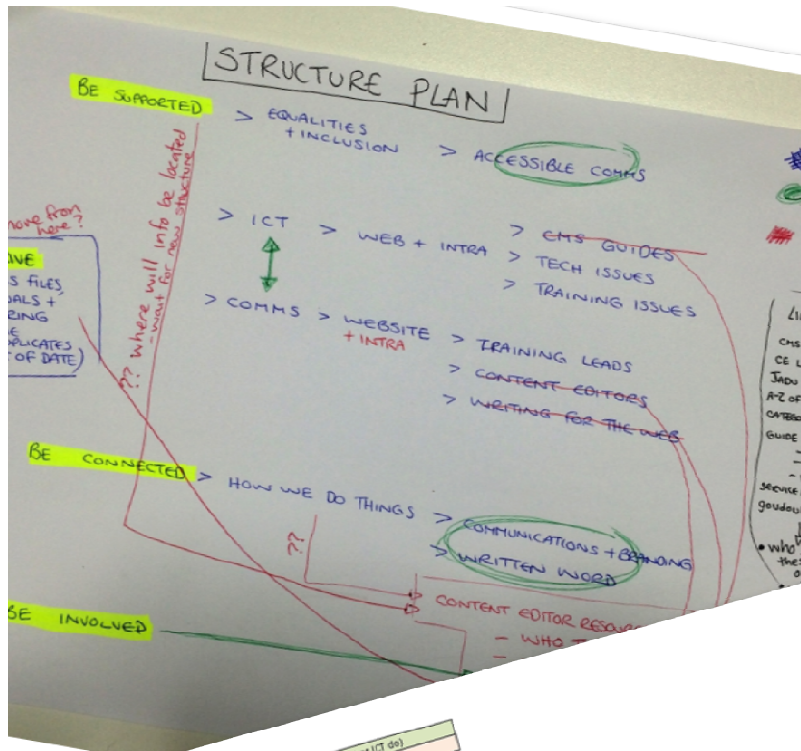Paula Wilkinson, Web Content Manager

Tour contents

Lets talk about:

1. What we had

2. What customers wanted

3. How we achieved a new website

4. What we have now

5. What's coming next...

6. Re-skinning democracy.york.gov.uk

1. What we had

The old CYC website had seen better days, it had:

- lots of information, some needed to be updated

- long pages with jargon and waffle

- messy search results, cluttered with old downloads

- navigation based on our internal structure

- an old fashioned look and feel

- minimal compatibility with different devices

STRUCTURE PLAN

BE SUPPORTED

> EQUALITIES + INCLUSION   > ACCESSIBLE COMMS

> ICT   > WEB + INTRA   > CMS GUIDES
                        > TECH ISSUES
                        > TRAINING ISSUES

> COMMS > WEBSITE + INTRA > TRAINING LEADS
                          > CONTENT EDITORS
                          > WRITING FOR THE WEB

BE CONNECTED

> HOW WE DO THINGS   > COMMUNICATIONS + BRANDING
                     > WRITTEN WORD

BE INVOLVED

CONTENT EDITOR RESOURCE

Home   Living In York   Visiting York   Business In York   Contact Us   search

Home › Schools › Governor support and development service › Clerking service

Governor support and development service
- Becoming a school governor
- Clerking service
- Governor training
- Guidance for governors
- Policy bank
- Termly updates for governors

Schools

Clerking Service

City of York Clerking Service

This service supports the processes of effective school governance in City of York schools, by offering... of buying in professional clerking services...

Salli Radford

Department: Governor Support and Development service
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The Eccles Building, c/o West Offices, York, YO1 6GA

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CITY OF YORK COUNCIL

Co-operative Council

Home   Living in York   Visiting York   Business In York   Contact Us   Services A-Z › ABCDEFGHIJKLMNOPQRSTU...

City of York Council is a co-operative council. To find out more visit our co-operative council pages.

Top 20 Services (All you need to know about City of York Council and our services)

Local Plan Consultation | Libraries & archives | Benefits | Park and ride | Parking
Swimming | Jobs & Training | Customer services | Children & Youth | Waste and recycling
Council tax | Visit York | Buses | Housing | Markets
York Register Office | Highways | Street cleaning | Schools | Adult social care

Latest News   **Events Calendar**
Lord Mayor welcomes visitors from...

Website and Intranet (what ICT do)
Report Technical Issues
Website and Intranet (what Comms do)
Standards for the written word
Comms and branding
Dept Leads List
Content Editors (Role and list)
CMS Training (inc list of dept training leads)

CYC website content editors list (L)
Web_CMS_editor_form.doc
CYC web editors guide (read me first) (L)
CYC Quick Team Guide version 1.1
Web editors guide to A-Z of services
CYC website category list (L)
Web editors guide to directories
Web editors guide to events
Web editors guide to FAQs
Web editors guide to editing homepages
CYC live_services.csv
gov.uk.cs

Preparing PDFs
Preparing Images
Preparing Audio/Video

A Responsive Approach
Online Style Guide
Examples of content review/writing goals

Date	27 Oct	03 Nov	10 Nov	17 Nov	24 Nov	1 Dec	8 Dec	15 Dec	22	29	5 Jan	12 Jan	19 Jan	26 Jan	2 Feb	9 Feb	16 Feb	23 Feb	2 Mar	9 Mar	16 Mar	23 Mar	01
Week	21	20	19	18	17	16	15	14	13	12	11	10	9	8	6	7	6	5	4	3	2	1	
		Content Support Audit																	Testing preparation	Stability	LIVE		
			Content Editors and champions review										Migration and assisted editing only				Critical edits only		Continued tra...	
				1 to 1 sessions									Structure and Top Tasks					Editor preview		New editing ro... commence	
										Initial Design	Other visuals	HTML	Servers	Build	Custom Devs	Photo	Templates	Initial Training	Priority Training		Governance begins	
	Initial Meetings					Progress Meeting				Progress Meeting						Progress Meeting				Editor Meeting	

Annex C

2. What customers wanted

Research demonstrates customers want online services that are:

- quick to find, easy to understand and simple to use

- relevant and current (info and search results)

- based on tasks they want to do

- available on a range of devices

- modern, trustworthy and reliable

- able to be completed online (self service... 24/7 too?)
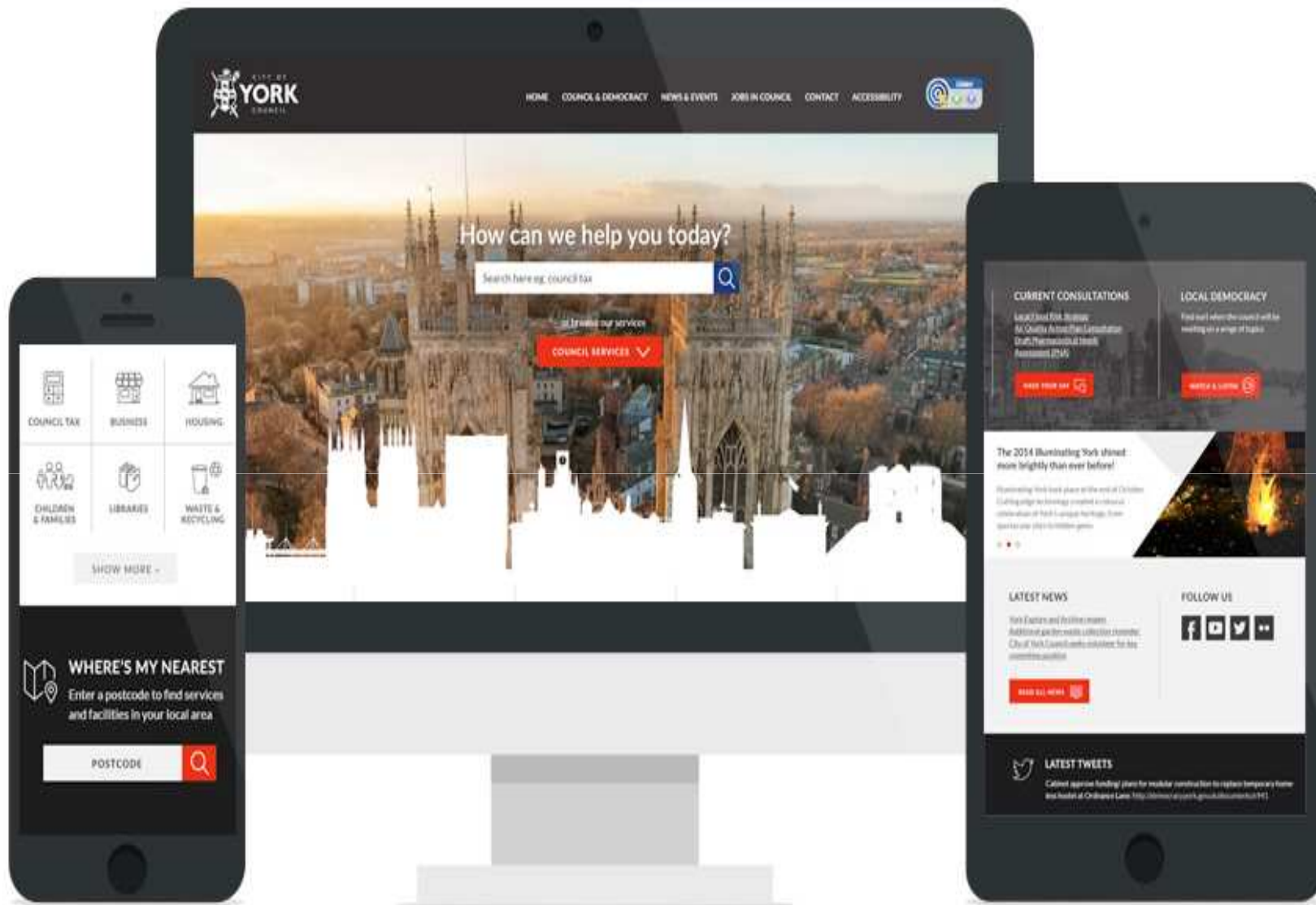
Annex C

3. How we achieved a new website

- **consultation** with residents, community groups, businesses and focus groups

- **analytics** on the most popular tasks

- **feedback** on existing services sourced from YCC and website)

- **recognised processes**, inc. CYC project team, card sort, user stories, personas, eye-tracking, testing plan

- **stakeholder buy-in**, inc. content editors, service managers, directors, councillors

- **professional input and experience** from Jadu's project team

Eye Tracking

Initial design concepts

Annex C

Annex C

Annex C
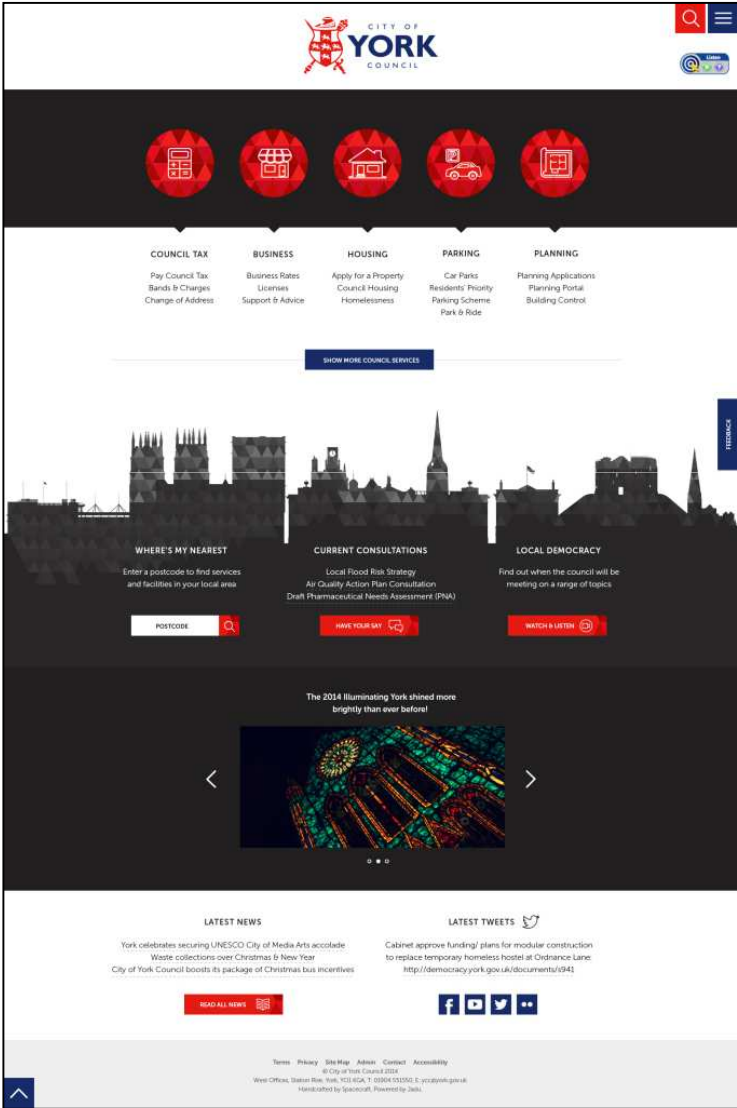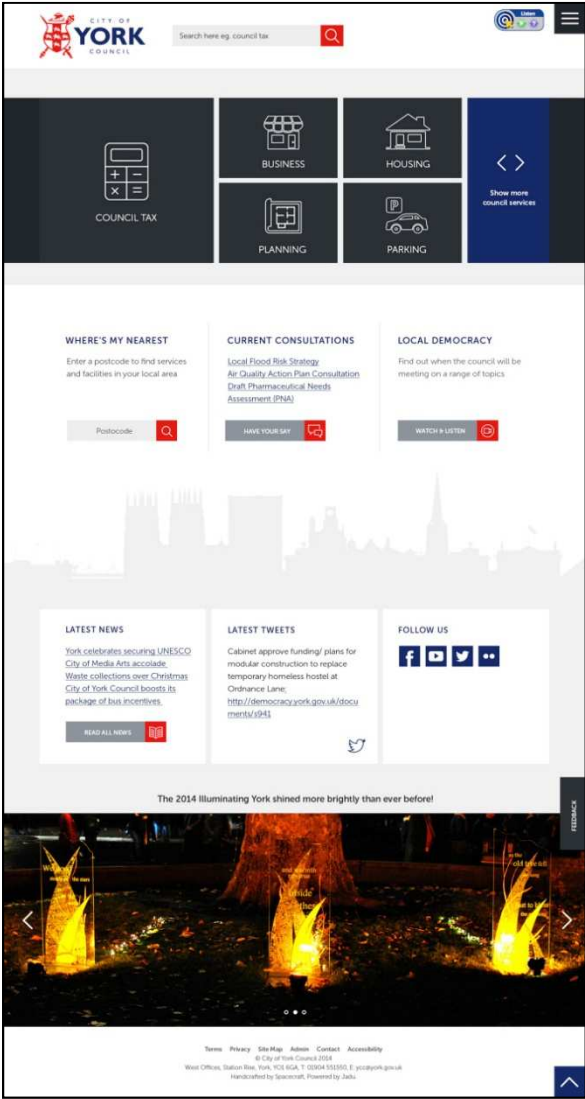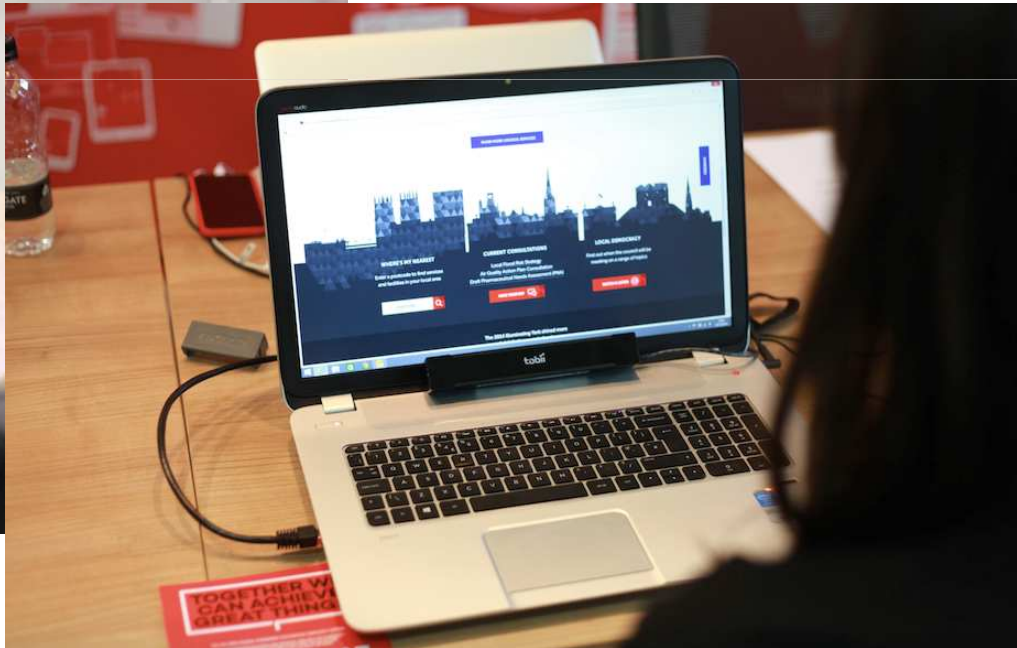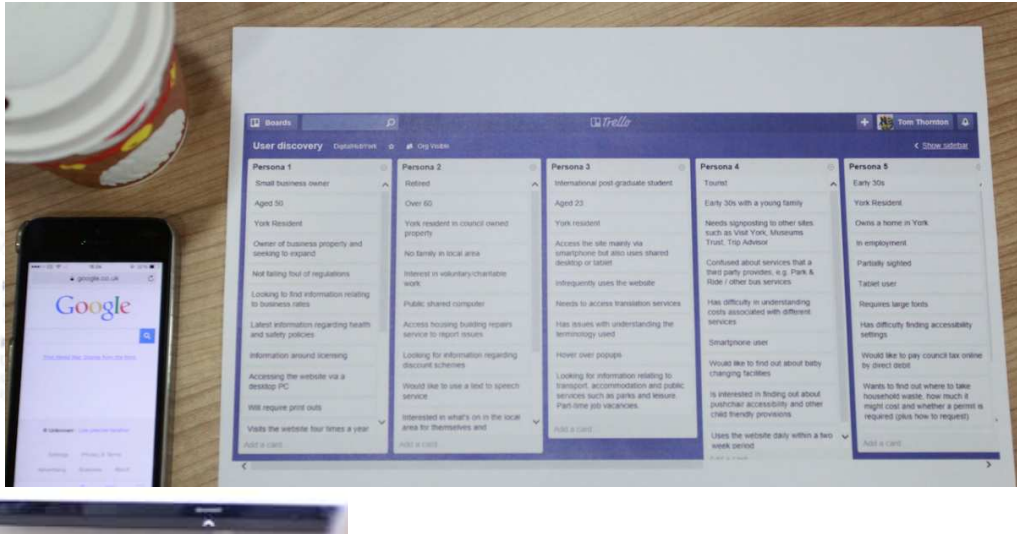
3a. The process...

Over a period of 7 (very busy!) months we undertook:

- page-by-page content review

- data migration and restructure

- redesign consultation and mock-ups

- platform and template build

- usability, load and penetration testing

- launch preparations, link management, redirects

Before screenshot:

CITY OF
YORK
COUNCIL

AAA | Council Expenditure | Events

Services A-Z > A B C D E F G H I J K L M N O P Q R S T U V

...ng In York   Visiting York   Business In York   Contact Us

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Clerking Service

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The Eccles Building, c/o W...
York, YO1 6GA

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City of York Clerking Service

This service supports the processes of effective school governance in City of York schools, by offering governing bodies the option of buying in professional clerking services. This support is delivered by Governor Support Officers (GSOs), working as part of the Clerking Service team. All GSOs participate in regular, focussed training and are able to offer up-to-date advice on governance legislation, policy and procedures as well as the preparation for, and recording of, all meetings of the governing body. The GSOs are also able to offer advice and support around the recording of formal complaints and disciplinary/capability hearings.

Governing bodies are free to arrange their clerking in any way they feel appropriate whilst meeting the legal requirements laid down in the relevant guidance. There is an expectation that the clerk to the governing body offers professional, independent support and has a good working knowledge of governance regulation and statutory responsibilities and is familiar with all aspects of the role.

The Clerking Service provides advice, support and training for clerks employed directly by schools, please get in touch for further information.

To learn more about our work and how we can support your governing body please contact Salli Radford, Team Leader (Governance & Clerking), on 01904 554210, or by email, salli.radford@york.gov.uk

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before & after review

After screenshot:

CITY OF
YORK
COUNCIL

AAA | Council Expenditure | Events

Services A-Z > A B C D E F G H I J K L M N O P Q R S T U V

...ng In York   Visiting York   Business In York   Contact Us

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York, YO1 6GA

Rate this page

School governing bodies can buy professional clerking services from us, to assist the processes of effective school governance in City of York schools.

Our Governor Support Officers:

- participate in regular, focussed training
- offer advice on current governance legislation, policy and procedures
- can prepare for, and record, all meetings of the governing body
- offer advice and support in recording formal complaints and disciplinary/capability hearings

Support for clerks employed directly by a school

Alternatively, where governing bodies have arranged their own clerking services (within legal requirements detailed in the relevant guidance), we can provide advice, support and training for those clerks employed directly by a school.

We can help to ensure those clerks are familiar with all aspects of the role and meet the governing body's expectation for professional, independent support and a good working knowledge of governance regulation and statutory responsibilities. Please get contact us for further information.

Annex C

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before & after review

4. What we have now

The new CYC website has:

- Fewer, shorter pages, with focused content

- Improved search results and 'keyMatches' in place

- navigation based on top tasks and common-case user journeys, centred around completing tasks (channel shift)

- a new contemporary design (and modern homepage)

- tech-compatibility that is 'responsive' to many different devices and is also more accessible

Annex C
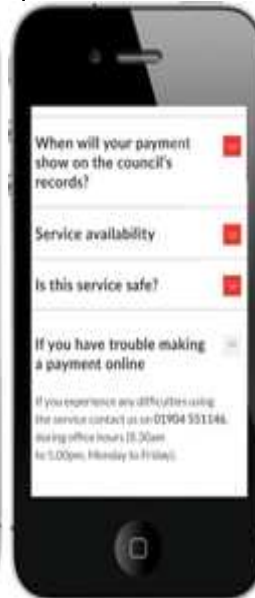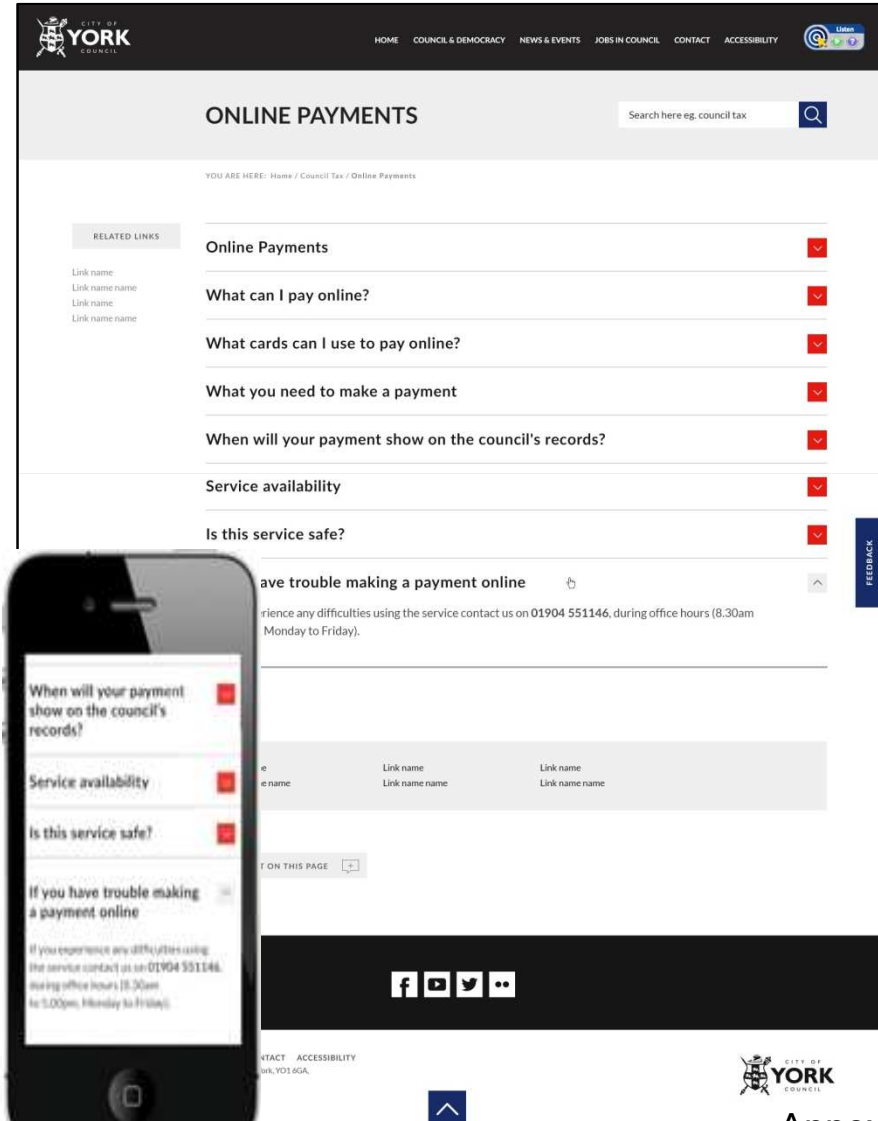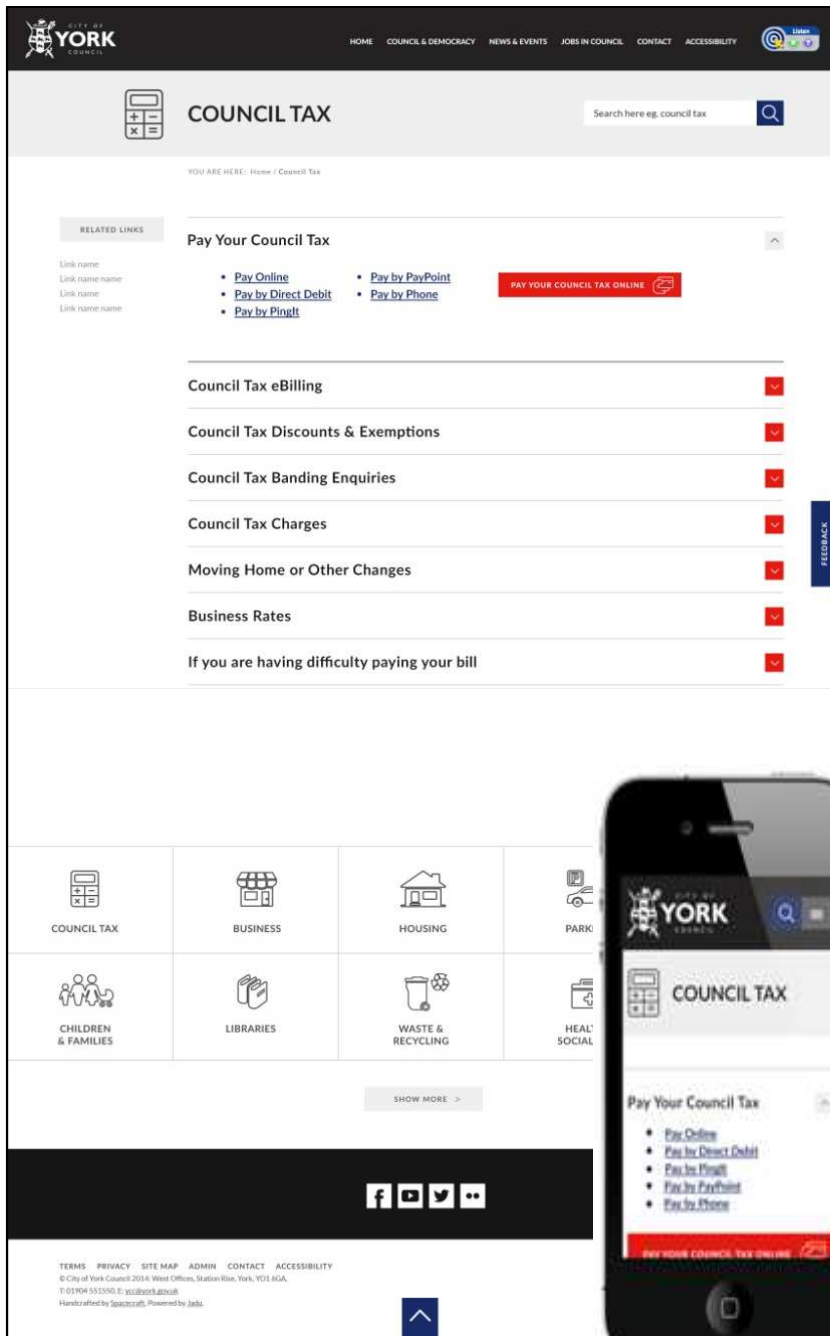
AN INTRODUCTION TO HEALTH & WELLBEING IN YORK

Search here eg. council tax

YOU ARE HERE: Home / Health & Social Health / Health & Wellbeing Partnerships / An introduction to health and wellbeing in York

RELATED LINKS

Link name
Link name name
Link name
Link name name

What we think health and wellbeing means

Health and wellbeing is about more than illness and treatment. It is about being well physically, mentally and socially. This includes being able to do the things you need to do and being able to cope with change and what's going on around you.

Health and wellbeing means different things to different people – there is no right or wrong answer. For some it is about having friends and support from others. For others it is about feeling happy and content or keeping fit and active.

The health and wellbeing of people who live in York

Each year we review the health and wellbeing needs of all the people who live in York. This is called the **Joint Strategic Needs Assessment**. This assessment will inform the development of future strategies, help us to decide our local priorities, and influence how we spend the money allocated to us.

The assessment confirms that overall York is a great place to live. Most people who live here have good health and wellbeing. However, this does not apply to everyone: some people in our city experience poorer health and wellbeing outcomes. This may be down to their needs, their circumstances, or simply where they live. Tackling health inequalities is likely to be a top priority for our future work.

What are we doing to address health and wellbeing needs in York?

The Health and Wellbeing Board is responsible for York's first **Joint Health and Wellbeing Strategy** 2013-16, which takes into account the recommendations from the Joint Strategic Needs Assessment (JSNA) 2012 as well as other relevant reports, including the **York Fairness Commission**: A Better York for everyone, 2012. It is an important piece of work that sets out the health and wellbeing issues and needs that we need to together address, our priorities for the next three years and what we will do to achieve them.

Key facts about people who live in York and their health and wellbeing

- Although York is a relatively prosperous city, life expectancy differences between richest and poorest for 2010-2012 suggests an improved (shortened) life expectancy gap for men in York (8.5 years in 2009-2011 down to 7.2 years) but a worse (increased) life expectancy gap for women in York (5.6 years in 2009-2011 up to 5.9 years)

FEEDBACK

Annex C

4a. What the review included

Editors across the authority have been re-trained to use the CMS and guided by Content Support to produce 'better' content, this means:

- optimising the information for the common-case
  (ask: who is my customer, why are they here, does my content help them?)

- writing in plain English, avoiding jargon, cutting out waffle
  (what customers want to know, not what we want to tell them)

- getting transactional information/links early in the text

- short, easy-to-digest paragraphs formatted with meaningful headings and with important points highlighted in bullet lists

Annex C

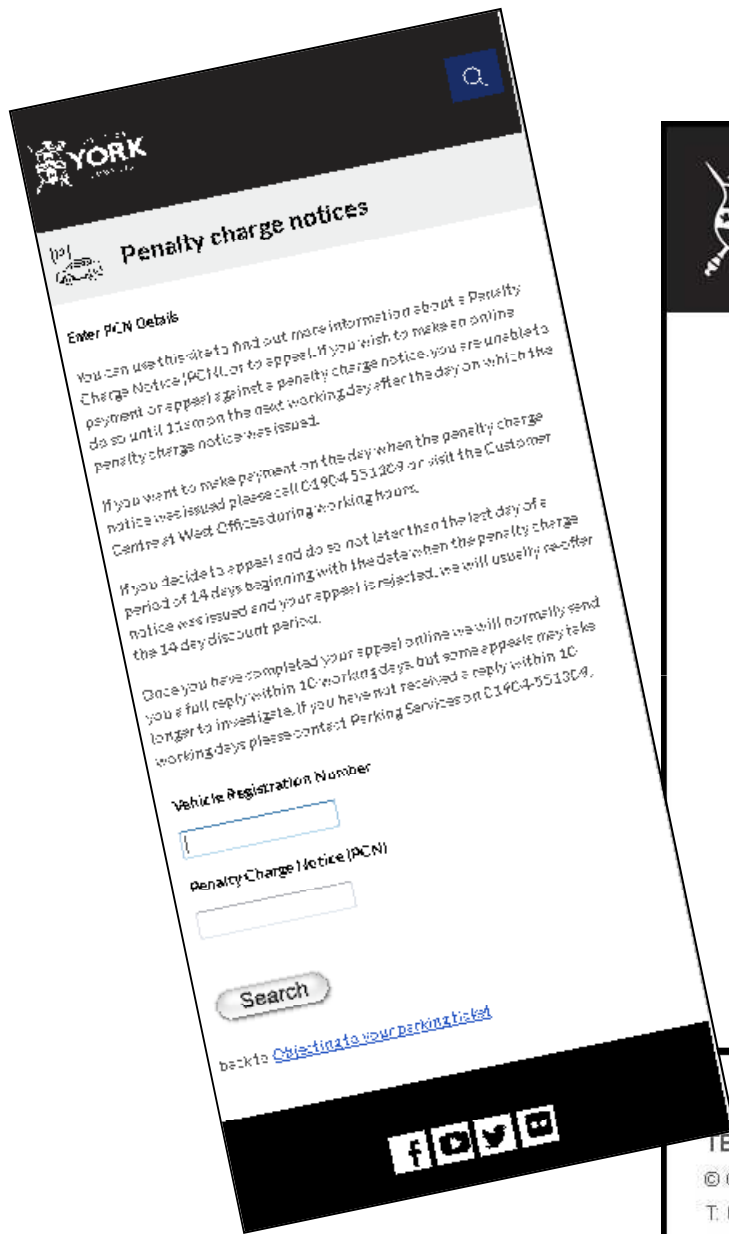# 4b. What the review achieved

As well as being more up-to-date 'better content' means:

- improved page titles/headings, well formatted and concise content ensures the **search works properly** (based on popular Google Search technology and has KeyMatches in place)

- plain English and less jargon is **easier to understand and translate** (BrowseAloud speaks pages in English and other languages)

- early, meaningful links make **completing tasks more efficient** especially when they are more visible (without scrolling) on smaller screens/mobiles/tablets

- properly formatted pages are easier to read on a variety of devices, (CEs trained to check/preview/simulate mobile experience)

5. What's coming next...

Re-skinning of some 'plug-in' areas of the site to offer more continuity for customers:

- **planningaccess.york.gov.uk**   (view planning applications)

- **www.civicaepay.co.uk/York**   (pay invoices)

- **parking.york.gov.uk**   (pay PCNs)

- **www.york.entitledto.co.uk**   (benefits calculator)

- **democracy.york.gov.uk** (council minutes and papers)

Annex C

Penalty charge notices

Enter PCN Details

You can use this site to find out more information about a Penalty Charge Notice (PCN), or to appeal. If you wish to make an online payment or appeal against a penalty charge notice, you are unable to do so until 11am on the next working day after the day on which the penalty charge notice was issued.

If you want to make payment on the day when the penalty charge notice was issued please call 01904 551209 or visit the Customer Centre at West Offices during working hours.

If you decide to appeal and do so not later than the last day of a period of 14 days beginning with the date when the penalty charge notice was issued and your appeal is rejected, we will usually re-offer the 14 day discount period.

Once you have completed your appeal online we will normally send you a full reply within 10 working days, but some appeals may take longer to investigate. If you have not received a reply within 10 working days please contact Parking Services on 01904 551209.

Vehicle Registration Number

Penalty Charge Notice (PCN)

Search

back to *Objecting to your parking ticket*

CITY OF YORK COUNCIL

YOUR COUNCIL   NEWS CENTRE   WORK WITH US   CONTACT US

Search ▼   My Profile ▼   Login   Register

Planning » Simple Search

Search for Planning Applications and Appeals by keyword, application reference, postcode or by a single line of an address.

| Simple | Advanced | Weekly / Monthly Lists | Property | Map |

Search for:

○ Applications   ○ Appeals

Status: All

Enter a **keyword**, **reference number**, **postcode** or **single line of an address**.

Search

an idox solution

TERMS   PRIVACY   CONTACT US

© City of York Council: West Offices, Station Rise, York, YO1 6GA

T: 01904 551550, E: ycc@york.gov.uk

CITY OF YORK COUNCIL

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- Creation of Jadu **online forms** to gather basic data, send it on to group inboxes by email...

- Next step is to link into the CRM so customers can trace their transactions with us via 'My Account' after reporting...

- Interim 'reporting tool' for neighbourhood problems like graffiti, potholes, dog fouling, street lighting faults.

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Reporting tool

- Identify location on a map

- Select the issue from a list of typical faults

- Add a describe and photograph

- Ask for a confirmation of the report by text

6. Re-skinning democracy.york.gov.uk

- Consistent look and feel, matching main site

- Works better on various devices (responsive)

- Familiar content still exists

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Better results leading to democracy.york.gov.uk

- 'KeyMatches' produce **promoted results** for common terms like:

  - Calendar
  - Meetings and papers
  - Councillors
  - Committee
  - Decisions

You searched for decisions

Results 1 – 10 of about 1110. Search took 0.056682 seconds.

Delegated decisions

https://www.york.gov.uk/decisions

Officer decisions

https://www.york.gov.uk/OfficerDecisions

Sort by date or relevance

Have your say: attend meetings | Have your say: attend ...

... However, they are not voting members and cannot make **decisions**. ... the councillors will usually discuss it and announce their **decision** immediately. ...

https://www.york.gov.uk/info/20034/local_democracy/20/have_your_say_attend_meetings - 9k

How planning decisions are made | How planning

Annex C

Better links into democracy.york.gov.uk
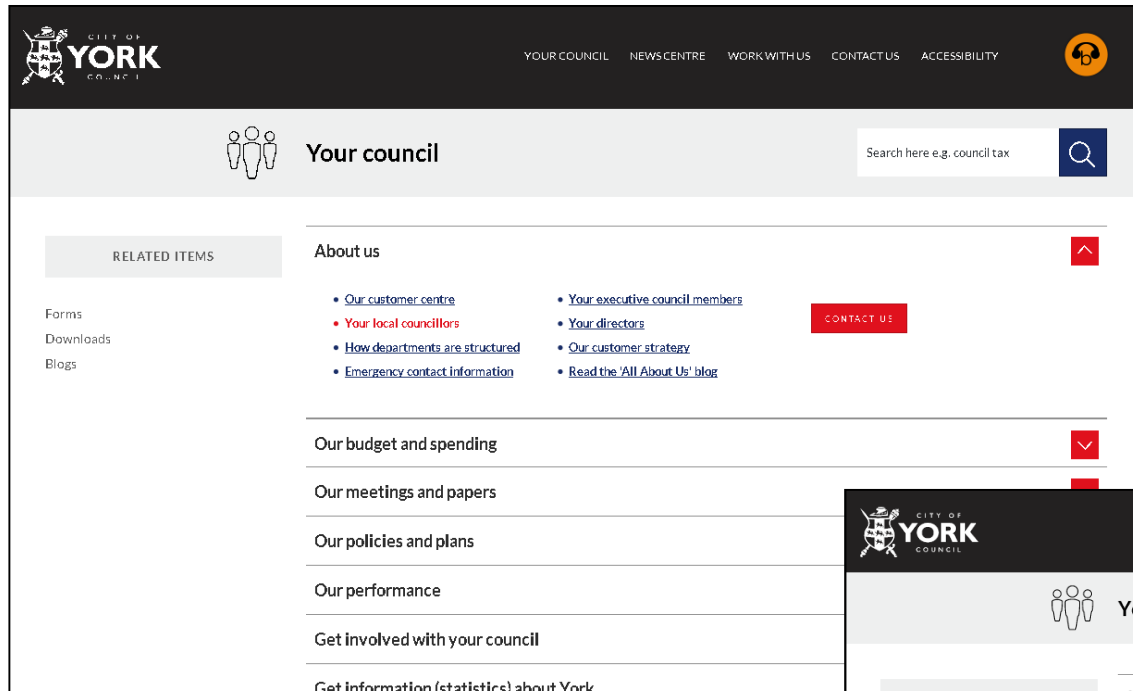
- Your Council (first link in header)
- More menu links
- Big red 'call to action' button
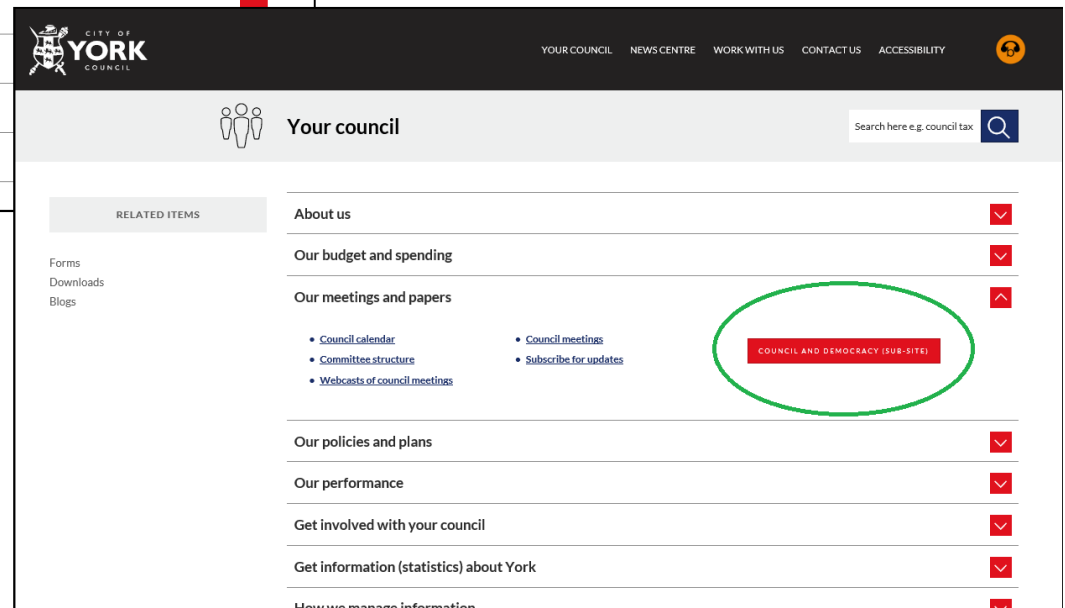
...thanks for listening

Any questions?

If you want to get in touch outside of this meeting please email:
webadmin@york.gov.uk

Or use the 'feedback' from any CYC web page...

FEEDBACK

Strengthening the customer experience

- Need tools to enable a more transactional website
- Same view as in the contact centre
- Engaged with the market last year

  Context of 24/7 digital ambition

  What technology is available?

  Supported self service (web chat), Social media tools, My account, Cloud based systems, flexible and configurable systems

- Oracle products selected
- Connection point are our implementation partners

Introducing Connection point and Oracle...

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The Customer Digital project

- Project to enable services to become digital
- Continuing principles of the website around the Customer focus/involvement
- Implementation of the Oracle products
- Current stage planning implementation, building the platform and prioritisation
- Business analysts working with service areas
- First phase planned for deployment in Spring 2016
- Quick wins will come earlier where identified

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The Customer Digital project

- Implementation of other tools to enhance data quality (clear core)

- Like the website, flexible systems mean constant improvements

- Savings requirements to be delivered for 15/16

- Further opportunities to save will be identified as the work moves forward

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The Customer Digital project

Thank you and happy to take any questions