

Document Pack

**Democratic Services Section
Chief Executive's Department
Belfast City Council
City Hall
Belfast
BT1 5GS**



6th August, 2013

MEETING OF STRATEGIC POLICY AND RESOURCES COMMITTEE

Dear Alderman/Councillor,

The above-named Committee will meet in the Lavery Room (Room G05), City Hall on Friday, 9th August, 2013, immediately following the conclusion of the meeting of the Belfast Voluntary Transition Committee, for the transaction of the business noted below.

You are requested to attend.

Yours faithfully,

PETER McNANEY

Chief Executive

AGENDA:

1. **Routine Matters**
 - (a) Apologies
 - (b) Minutes
 - (c) Declarations of Interest
2. **Demo of revised council website (Pages 3 - 10)**

To: The Chairman and Members of the Strategic Policy and Resources Committee

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Belfast City Council

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| Report to: | Strategic Policy and Resources Committee |
| Subject: | Demo of revised council website |
| Date: | 9 August 2013 |
| Reporting Officer: | Ronan Cregan, Director of Finance and Resources |
| Contact Officer: | Eamon Deeny, Head of Corporate Communications Paul Gribben, Head of ISB |

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| 1 | Relevant Background Information |
| 1.1 | It was reported to the Strategic Policy and Resources Committee, at its meeting on 12 June 2013, that the council's website was undergoing a major revamp. A demo of the new website will be provided to the committee as part of this meeting. The site is due to go live in the week commencing 5 August 2013. |

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| 2 | Key Issues |
| 2.1 | The council website attracts an average unique visitor figure of 132,000 every month. Over one third of these visitors access the site using a mobile device. The main aim of the website project is to develop a mobile responsive site, to ensure our customers can easily access our information and services, regardless of whether they are using a PC or a mobile device. |
| 2.2 | The new website will provide a platform to further develop: <ul style="list-style-type: none"> • The use of social media as a communication, engagement, marketing and service improvement tool; • The provision of on-line and mobile transactions; • A new corporate approach to complaints; • The use of video as a communication tool; |
| 2.3 | The council is currently developing a new ICT strategy and the use of the website, social media and mobile technology will form a strand of it. A further report on the ICT Strategy will be brought to the committee in the Autumn. |

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| 3 | Resource Implications |
| 3.1 | A project team from ISB and Corporate Communications are leading on the delivery of our new mobile responsive website and resources from these two services will work on an intensive content migration exercise before the new site is launched. |
| 3.2 | An on-going programme of delivering online and mobile enabled services will continue following the launch of the new website. |

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| 4 | Equality and Good Relations Considerations |
| 4.1 | Equality and good relations implications will have to be considered, particularly in relation to the visually impaired. |

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| 5 | Recommendations |
| 5.1 | Members are asked to: <ol style="list-style-type: none">1. Note the contents of the report.2. Agree to consider a report on a revised ICT strategy in the Autumn. |

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| 6 | Decision Tracking |
| Eamon Deeny | |

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| 7 | Key to Abbreviations |
| SOCITM – Society of IT Managers | |

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| 8 | Documents Attached |
| None | |

Appendix 1: Website Design templates

Belfast City Council

Text Size A A A Site Navigation | Accessibility | Cookies | Contact Us

Residents Businesses Visitors Investors **Pay, apply, book, report, request**

Home Bins and recycling Events Jobs Leisure Business Community Tourism and venues Building control and environment News Council A-Z

Belfast Titanic Maritime Festival

Family fun with ships and stalls, music and dancing, pirates and performers!

Pay, apply, book, report, request

- Apply for a dog licence
- Order a bin
- Report a street cleaning issue
- Request a bulk waste collection
- Pay a fine
- Report bin collection problem
- Book a fitness class
- Sign up to Boost

+ more options

Latest from Twitter

C2Software
364 days ago: <http://t.co/tevy9c6e> - our first integration with Oracle iRecruitment.

C2Software
364 days ago: New recruitment website for Research Councils UK goes live on Activedition CMS - <http://t.co/tevy9c6e>

The Lord Mayor's Blog

Jobs
Find my nearest...
Jobs
Ulster Hall events
Find your recycling centre

Events
Leisure centre classes
Bin collections
St George's Market

Bins and recycling
Holiday bin collection dates | Recycling centres | Types of bins | A-Z recycling | Commercial waste | [+ View more](#)

Leisure
Leisure centres | Class timetables | Parks | Park events | Boost membership | [+ View more](#)

Business
Business programmes | Business events | Start a business | International | City investment | [+ View more](#)

Tourism and venues
St George's Market | Ulster Hall | Belfast Castle | City Hall | Malone House | [+ View more](#)

Building control and environment
Building control | Dog control | Street cleaning | Noise Animal welfare | [+ View more](#)

Community
Burial records | Cemeteries | Marriages | Community centres | Funding | [+ View more](#)

nidirect government services GOV.UK Website approved by Plan English Campaign 2013 Select Language

Site Map | Copyright | Disclaimer | Privacy | About this site

Appendix 1: Website Design templates

The screenshot displays the Belfast City Council website. At the top left is the council's logo and name. To the right, there is a search bar and links for Text Size, Site Navigation, Accessibility, Cookies, and Contact Us. Below this is a secondary navigation bar with buttons for Residents, Businesses, Visitors, Investors, and a prominent button for 'Pay, apply, book, report, request'. A main navigation menu includes Home, Bins and recycling, Events, Jobs, Leisure, Business, Community, Tourism and venues, Building control and environment, News, Council, and A-Z.

The main content area is divided into several sections:

- Bins And Recycling**: Sub-sections include Bins and recycling (with links for holiday bin collection, recycling centres, types of bins, A-Z recycling, and commercial waste), Business (with links for business programmes, events, starting a business, international, and city investment), and Building control and environment (with links for building control, dog control, street cleaning, and noise animal welfare).
- Leisure**: Includes links for leisure centres, class timetables, parks, park events, and boost membership.
- Tourism and venues**: Includes links for St George's Market, Ulster Hall, Belfast Castle, City Hall, and Malone House.
- Community**: Includes links for burial records, cemeteries, marriages, community centres, and funding.
- Events**: A dedicated section featuring event cards for the Cathedral Quarter Arts Festival (May 2, 2013) and the Belfast Big 400 Festival (April 27, 2013). Below these are two more event cards: Eric Clapton at the Odyssey Arena (May 10, 2013) and Russell Kane at Ulster Hall (May 4, 2013).

At the bottom, there is a row of utility links: Jobs, Find my nearest..., Ulster Hall events, Find your recycling centre, and Events. The footer contains logos for nirect, GOV.UK, website approval, and a 2013 award, along with a language selection dropdown and a site map/privacy/disclaimer/about page footer.

Appendix 1: Website Design templates

The screenshot displays the Belfast City Council website. At the top left is the council's logo and name. To the right, there are links for 'Text Size A A A', 'Site Navigation', 'Accessibility', 'Cookies', and 'Contact Us', along with a search bar. Below this is a secondary navigation bar with categories like 'Residents', 'Businesses', 'Visitors', 'Investors', and a prominent 'Pay, apply, book, report, request' button. A main navigation menu includes 'Home', 'Bins and recycling', 'Events', 'Jobs', 'Leisure', 'Business', 'Community', 'Tourism and venues', 'Building control and environment', 'News', 'Council', and 'A-Z'. A breadcrumb trail shows 'Home > Pages > Leisure'. The main content area is divided into several sections: 'Bins and recycling' with a list of menu items and a detailed sub-section; 'Leisure' with links to centres, classes, and events; 'Business' with links to programmes and events; 'Tourism and venues' with links to various locations; and 'Community' with links to records and centres. A row of six dark grey tiles provides quick access to 'Jobs', 'Find my nearest...' (with a location pin icon), 'Jobs', 'Ulster Hall events', 'Find your recycling centre' (with a recycling symbol), 'Events', and 'Leisure centre classes' (with a location pin icon). The footer contains logos for 'ndirect', 'GOV.UK', 'Website approved by Plain English Campaign', and '2013 Better Connected', along with a 'Select Language' dropdown and a list of links: 'Site Map', 'Copyright', 'Disclaimer', 'Privacy', and 'About this site'.

Appendix 1: Website Design templates

The screenshot displays a website design template for Belfast City Council. At the top left is the council's logo and name. The top right features a search bar and utility links for text size, navigation, accessibility, cookies, and contact. A secondary navigation bar includes categories like Residents, Businesses, and Visitors, with a prominent 'Pay, apply, book, report, request' button. The main navigation menu lists various services such as Bins and recycling, Events, and Jobs. The current page is 'Tourism And Venues', indicated by a breadcrumb trail. The page content includes a sidebar menu, a main heading, two paragraphs of placeholder text, a bulleted list, and a numbered list. A right-hand sidebar contains contact details for the Waste Management Department, including a phone number and email service, and a 'Related links' section with seven menu items. The footer contains logos for nirect, GOV.UK, and other accreditation marks, along with a language selection dropdown and site navigation links.

Belfast City Council

Text Size A A A Site Navigation | Accessibility | Cookies | Contact Us

Residents Businesses Visitors Investors **Pay, apply, book, report, request**

Home Bins and recycling Events Jobs Leisure Business Community Tourism and venues Building control and environment News Council A-Z

Home Pages **Tourism And Venues**

Tourism And Venues

Menu item 1
Menu item 2
Menu item 3
Menu item 4
Menu item 5
Menu item 6
Menu item 7

Tourism And Venues

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- consectetur adipiscing elit
- id enim rutrum pellentesque quis

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2. Etiam cursus volutpat arcu et iaculis
3. consectetur adipiscing elit
4. id enim rutrum pellentesque quis

Contact details

Waste Management Department

028 9027 0656

email this service

Related links

Menu item 1
Menu item 2
Menu item 3
Menu item 4
Menu item 5
Menu item 6
Menu item 7

Select Language

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