



## Belfast City Council

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

<b>1</b>	<b>Relevant Background Information</b>
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.

<b>2</b>	<b>Key Issues</b>
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"><li>• The use of social media as a communication, engagement, marketing and service improvement tool;</li><li>• The provision of on-line and mobile transactions;</li><li>• A new corporate approach to complaints;</li><li>• The use of video as a communication tool;</li></ul>
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.

<b>3</b>	<b>Resource Implications</b>
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.

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

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

<b>6</b>	<b>Decision Tracking</b>
Eamon Deeny	

<b>7</b>	<b>Key to Abbreviations</b>
SOCITM – Society of IT Managers	

<b>8</b>	<b>Documents Attached</b>
None	



# 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', 'Site Navigation', 'Accessibility', 'Cookies', and 'Contact Us', along with a search bar. Below this is a row of navigation tabs: 'Residents', 'Businesses', 'Visitors', 'Investors', and 'Pay, apply, book, report, request'. A secondary navigation bar 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 features a large image of the Titanic Belfast building with the text 'Belfast Titanic Maritime Festival' and a description. To the right of this image is a list of services: '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', and 'Sign up to Boost'. Further right is a 'Latest from Twitter' section with two tweets from C2Software. Below these is 'The Lord Mayor's Blog' section. A row of eight service tiles follows: 'Jobs', 'Find my nearest...', 'Jobs', 'Ulster Hall events', 'Find your recycling centre', 'Events', 'Leisure centre classes', 'Bin collections', and 'St George's Market'. Below the tiles are three columns of links: 'Bins and recycling', 'Leisure', and 'Business'. At the bottom, there are four columns of links: 'Tourism and venues', 'Building control and environment', and 'Community'. The footer contains logos for 'nidirect', 'GOV.UK', 'Website approved by Plain English Campaign', and 'Socials Better Connected 2013', along with a 'Select Language' dropdown and a 'Site Map | Copyright | Disclaimer | Privacy | About this site' link.

**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 Plain English Campaign Socials Better Connected 2013

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

# Appendix 1: Website Design templates

**Belfast City Council**

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

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

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

### Bins And Recycling

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

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

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

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

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

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

### Events

**Cathedral Quarter Arts Festival**  
Cathedral Quarter Arts Festival  
2 May 2013

**Belfast Big 400 Festival**  
Belfast City Hall  
27 April 2013

**Eric Clapton**  
Odyssey Arena  
10 May 2013

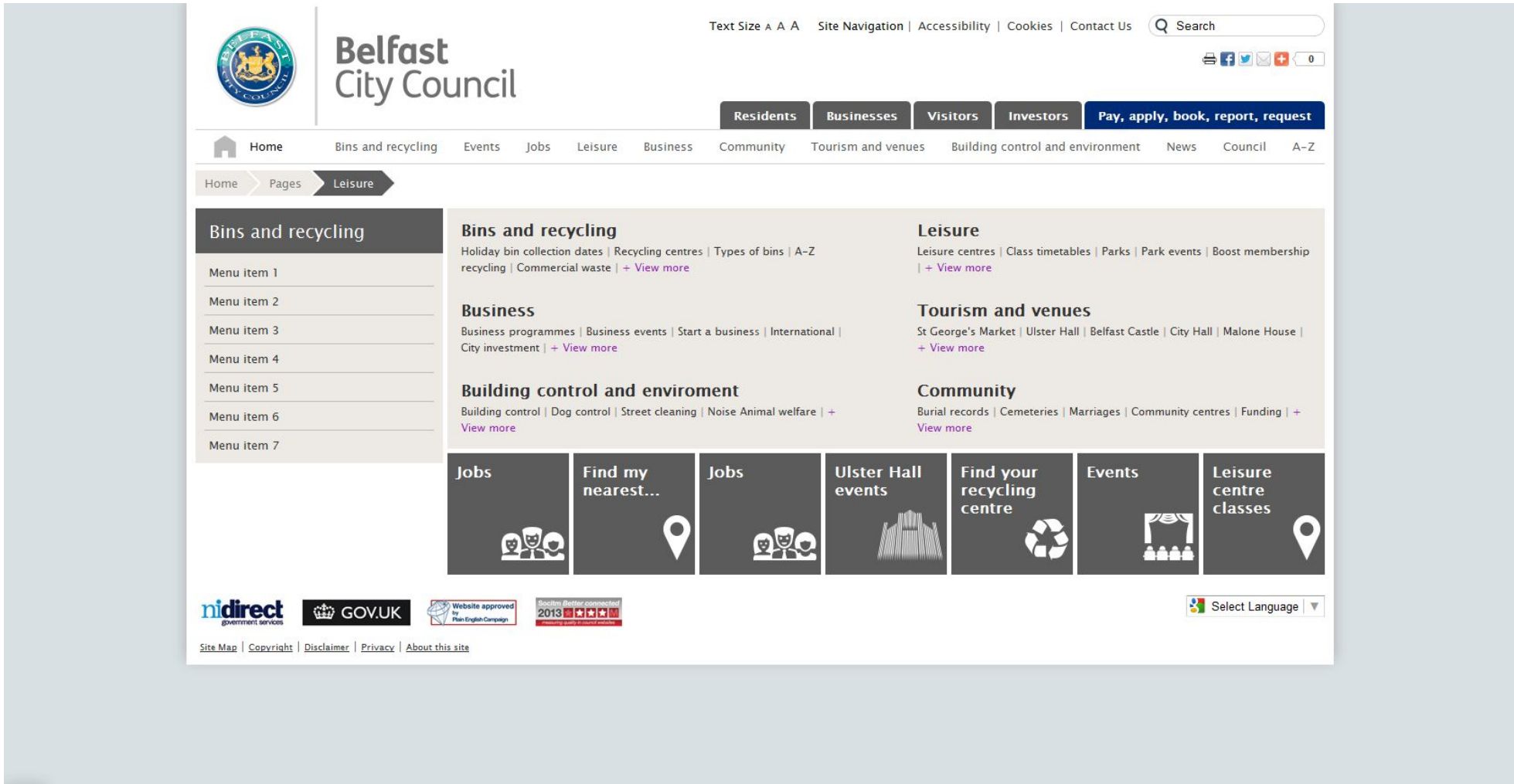
**Russell Kane**  
Ulster Hall  
4 May 2013

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

**nidirect** government services **GOV.UK** Website approved by Plain English Campaign **2013** **Soilmo (Better) connected** 2013 **Producing quality in rural areas**


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

# Appendix 1: Website Design templates





# 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](#)

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

Sed ut mauris massa. Maecenas a nibh risus. Sed mattis, risus ac condimentum rhoncus, tortor erat luctus neque, non aliquam lorem libero vitae tellus. Sed tincidunt urna sit amet felis viverra quis feugiat nisl luctus. Aliquam gravida tempus metus a vestibulum. Aliquam at leo sit amet ante hendrerit vulputate sed vel est. In neque quam, pellentesque nec posuere eget, rutrum non nulla. Suspendisse eu volutpat arcu. Morbi mattis dignissim tincidunt. Cras hendrerit pulvinar libero ut molestie. Etiam cursus volutpat arcu et iaculis. Etiam malesuada tellus euismod tortor convallis interdum. Donec suscipit purus et diam porttitor vitae scelerisque nibh congue. Nulla libero augue, condimentum vel eleifend ut, iaculis ac lectus. [Hello world](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse sapien dui, varius et ornare sed, tristique a arcu. Nulla accumsan fermentum quam. Phasellus ut erat quis purus blandit viverra. Praesent consectetur viverra nisl in pharetra. In at dui placerat libero cursus imperdiet. Vestibulum sed leo id enim rutrum pellentesque quis vitae nibh. Donec neque lacus, ullamcorper a tincidunt sed, interdum sed lacus.


- varius et ornare sed, tristique
- Etiam cursus volutpat arcu et iaculis
- consectetur adipiscing elit
- id enim rutrum pellentesque quis


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse sapien dui, varius et ornare sed, tristique a arcu. Nulla accumsan fermentum quam. Phasellus ut erat quis purus blandit viverra. Praesent consectetur viverra nisl in pharetra. In at dui placerat libero cursus imperdiet. Vestibulum sed leo id enim rutrum pellentesque quis vitae nibh. Donec neque lacus, ullamcorper a tincidunt sed, interdum sed lacus.

1. varius et ornare sed, tristique
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

[Site Map](#) | [Copyright](#) | [Disclaimer](#) | [Privacy](#) | [About this site](#)

 Select Language ▼

## Appendix 1: Website Design templates

The screenshot displays the Belfast City Council website. At the top left is the council's logo and name. The top right contains utility links like 'Text Size', 'Site Navigation', and a search bar. A secondary navigation bar includes categories like 'Residents', 'Businesses', and 'Pay, apply, book, report, request'. The main navigation bar lists various services such as 'Bins and recycling', 'Events', 'Jobs', etc. The current page is an 'A to Z Listing' for services starting with 'P'. A table lists three services: Paper, Pedal, and Pets, with their respective email addresses and telephone numbers. The footer includes logos for 'nidirect', 'GOV.UK', and various accreditation seals, along with a 'Select Language' 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 A-Z **A to Z Listing**

Services beginning with: A B C D E F G H I J K L M N O **P** Q R S T U V W X Y Z

Service or subject	Email	Telephone
<a href="#">Paper</a>	<a href="mailto:allan.miller@c2software.com">allan.miller@c2software.com</a>	01382945762
<a href="#">Pedal</a>	<a href="mailto:phil.arscott@c2software.com">phil.arscott@c2software.com</a>	01250876352
<a href="#">Pets</a>		01382547842

If you can't find what you're looking for, use our search engine facility or [fill in our feedback form](#)

[Site Map](#) | [Copyright](#) | [Disclaimer](#) | [Privacy](#) | [About this site](#)