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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

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

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.

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:
	 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.

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.

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.

5	Recommendations
5.1	Members are asked to:
	 Note the contents of the report. Agree to consider a report on a revised ICT strategy in the Autumn.

6	Decision Tracking
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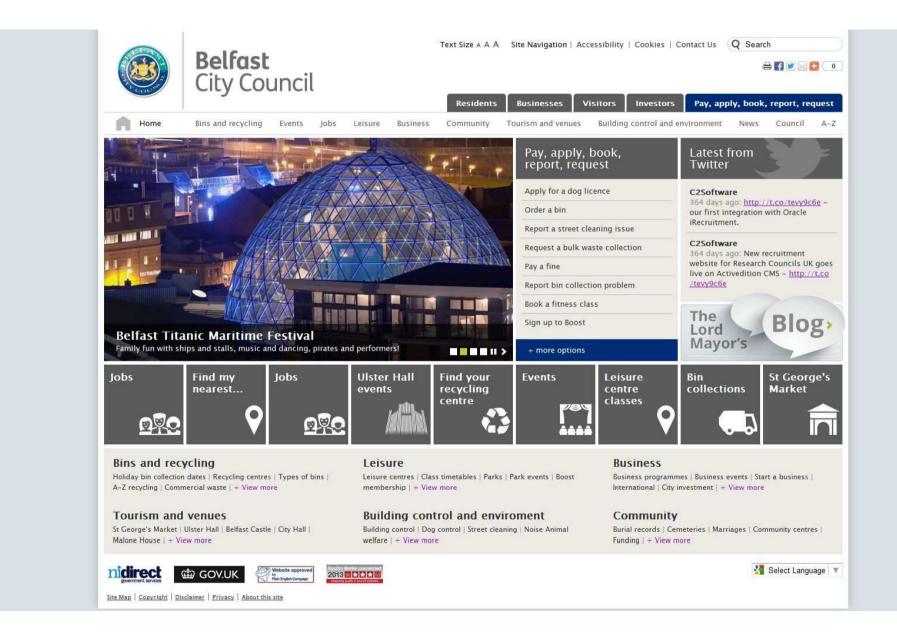
7 Key to Abbreviations

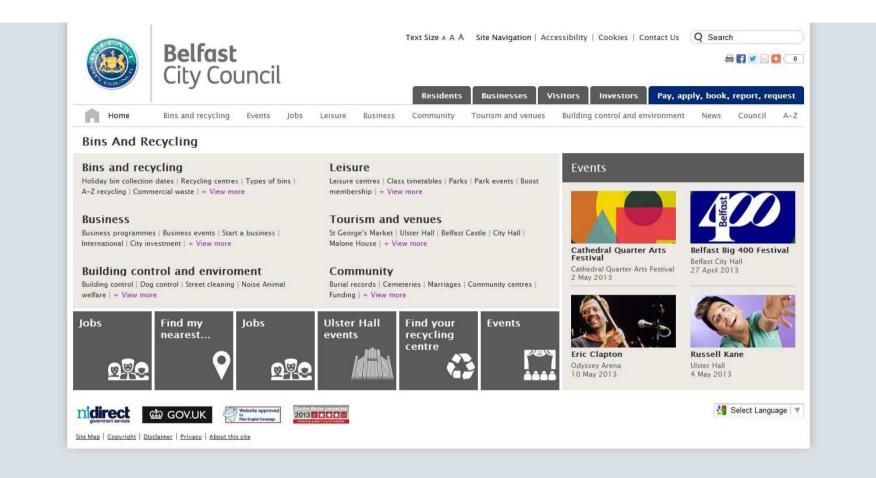
SOCITM – Society of IT Managers

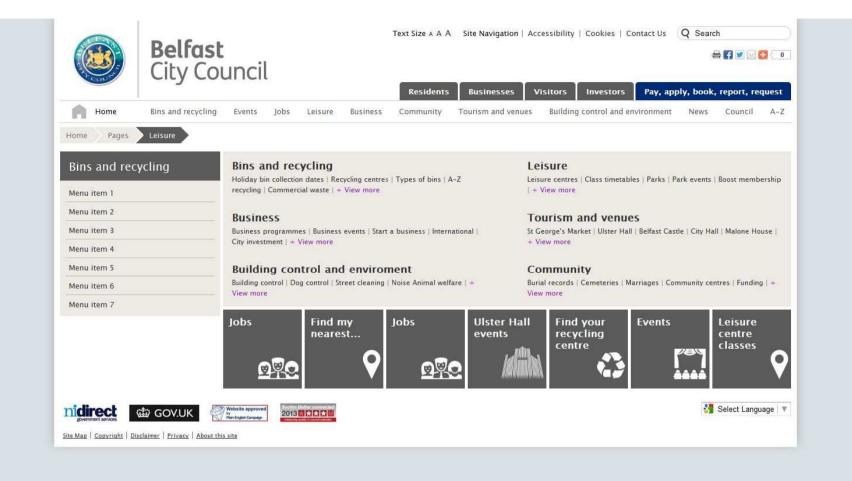
8 Documents Attached

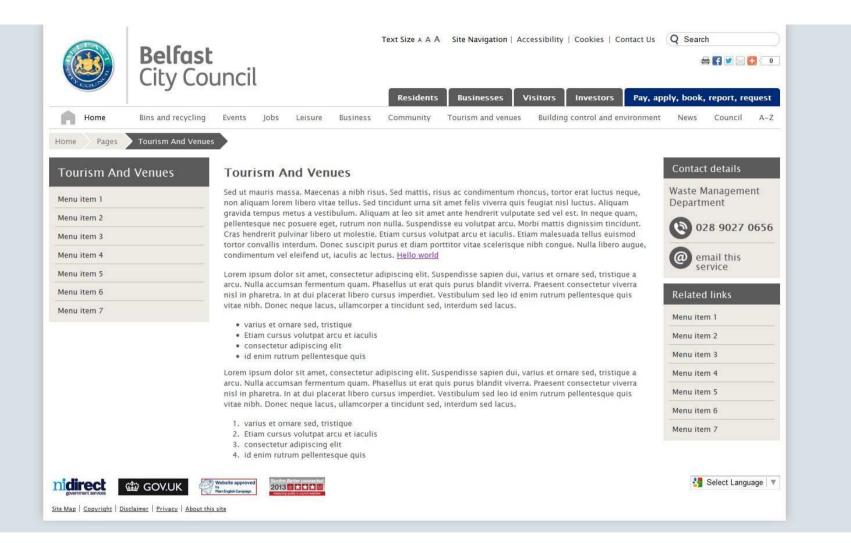
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