Website Consultation

The website consultation ran for 7 weeks in total. Two surveys were available. One for staff and one for residents, businesses etc. Below you will find the results of both surveys. The staff results are on the left hand side and the external results are on the right hand side.

Staff – There were 31 responses received in total, all online. Staff were made aware of this survey through:
- Information card with payslips
- Posters were displayed on noticeboards throughout the council building
- Approximately three emails were sent reminding staff about the survey throughout the consultation period.
- Staff that don't use a computer for work had access to hard copies of the surveys which were available in the depot

External - 85 responses were received in total. 55 responses were received in paper version and 30 were received online.
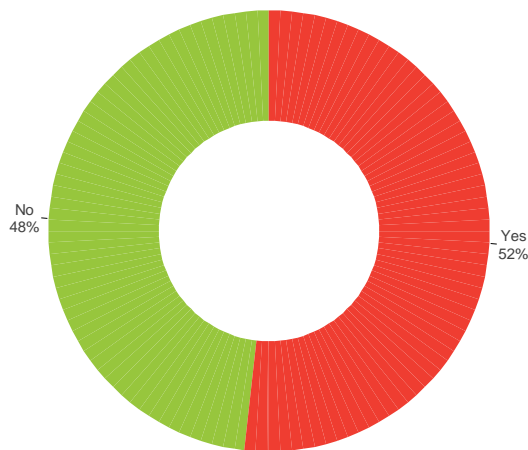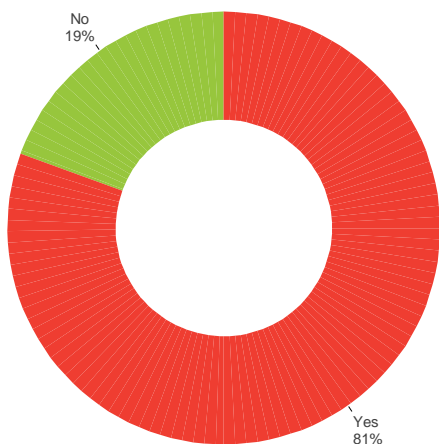The consultation was promoted through the following ways:
- Press release and two newspaper adverts
- Emails and promotion material were sent to panel members, local groups and organisations, district councillors, parish councillors
- Hard copies were available along with promotion material in all libraries across the district
- Hard copies were available in CCDC reception and were promoted by reception staff
- The consultation was promoted on CCDC and Your Voice social media platforms
- All staff external emails featured the link to the survey
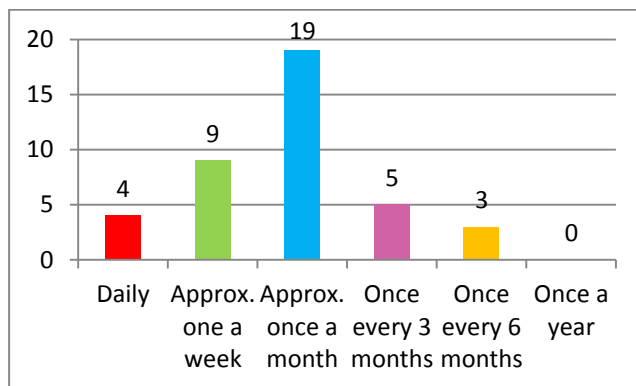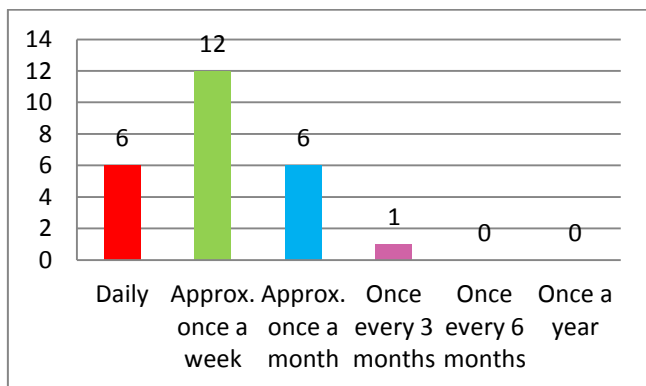- The consultation was spoke about in three of the council community forums

Staff	**External**
Do you use the website for work?	**Do you currently use the website?**

Staff — Do you use the website for work?
No 19%
Yes 81%

External — Do you currently use the website?
No 48%
Yes 52%

How often do you use it?	**How often do you visit the website?**

How often do you use it?
- Daily: 6
- Approx. once a week: 12
- Approx. once a month: 6
- Once every 3 months: 1
- Once every 6 months: 0
- Once a year: 0

How often do you visit the website?
- Daily: 4
- Approx. one a week: 9
- Approx. once a month: 19
- Once every 3 months: 5
- Once every 6 months: 3
- Once a year: 0

What do people look at who visit the website daily & weekly?
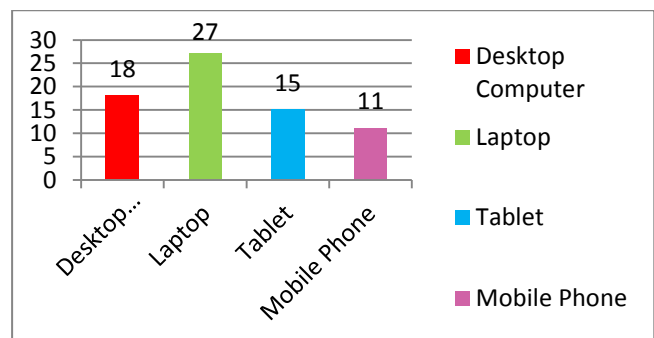
Daily

To look for jobs	1
To look at planning applications	1
Other – general information like contact nos.	1
I'm a councillor so use it for many of the above and to send and receive emails	1

Weekly

To look at planning applications	4
To find out who my councillor is	3
To find out information about leisure centres	2
To pay council tax	2
To pay housing or garage rents	2
To look for jobs	2
To visit the housing section	1
To request a housing repair	1
To find out tip opening times	1
To find out about waste collections	1

How do you currently access the website?

Age and website access

|	🖥️	💻	📱	📲
18-24	2	2	1	1
25-44	3	5	2	3
45-60	7	12	8	4
61-75	2	3	0	0
75+	0	2	0	0

What do you use the website for?

Staff

The most popular reasons that staff used the website were:
- Checking the accuracy and availability of information
- To get information for the public/businesses
- To get information
- To look at reports, minutes, meetings

Other reasons included:
- Councillor information
- Bin/waste information
- Planning updates
- Information about departments/services

External
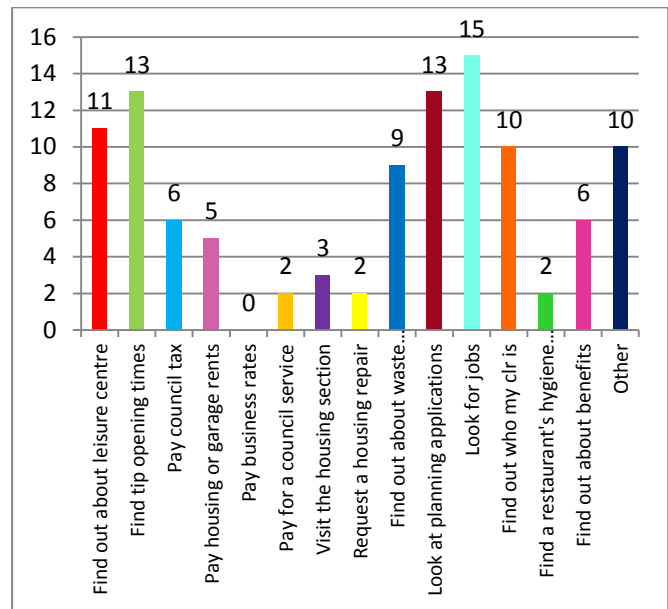
What do you use the website for?

18-24

To pay council tax	3
To look at planning applications	3
To find out who my councillor is	3
To pay housing or garage rents	2
To find out about waste collections	2
To look for jobs	1
To find information about leisure centres	1
Didn't answer	5

25-44

To find information about leisure centres	4
To find out information about benefits	3
To look for jobs	3
To pay housing or garage rents	2
To pay council tax	2
To find out tip opening times	2
To request a housing repair	1
To look at planning applications	1
To pay for a council service	1
Other – to look for houses	1
Didn't answer	9

45-60

To find out tip opening times	7
To look at planning applications	6
To look for jobs	5
To find out who my councillor is	4
To find out about waste collections	4
To find information about leisure centres	3
Other: No answer	3
To find out a restaurants hygiene rating	2
To find out information about benefits	2
To visit the housing section	1
To pay council tax	1
Other: general information	1
Other: general information like contact numbers	1

Didn't answer	11

61-75

| To look at planning applications	3
To find out tip opening times	2
To find out about waste collections	2
To find out who my councillor is	2
To find out information about benefits	1
To visit the housing section	1
Didn't answer	6

75+

Other – I am a cllr so look at everything and use for emails	1
To find out who my councillor is	1

**Do you use the website for a particular purpose and then find yourself browsing at other pages?**
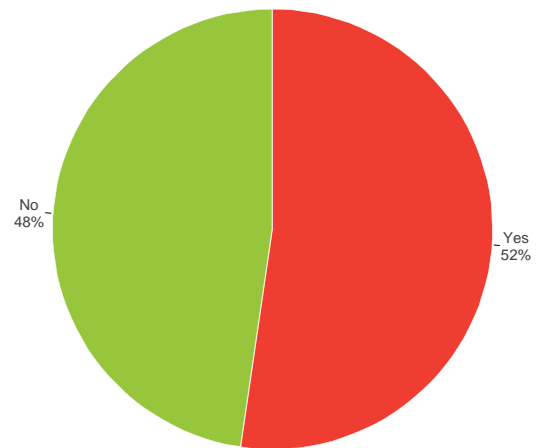
**How satisfied are you with the current website?**
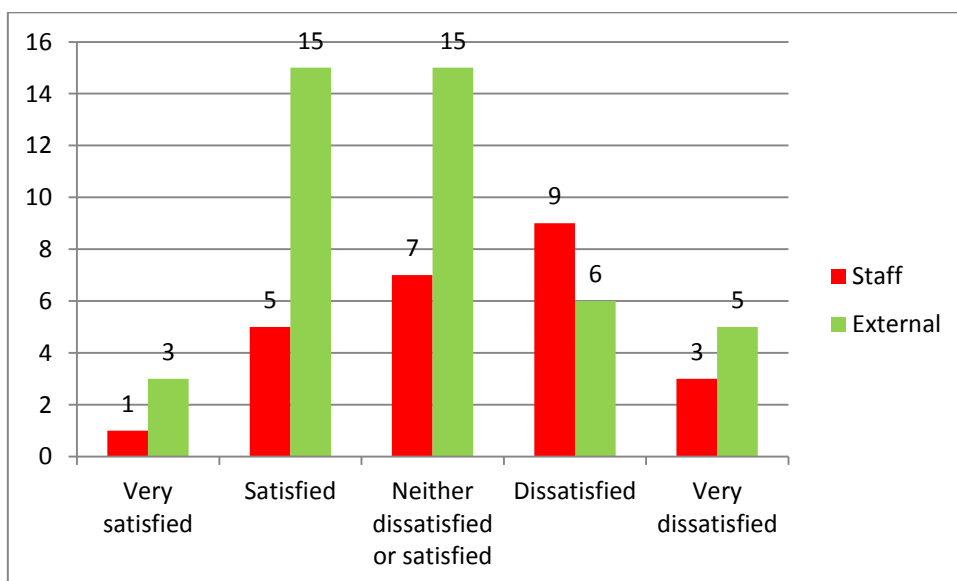
Age and Satisfaction

	Very Satisfied	Satisfied	Neither Satisfied or Dissatisfied	Dissatisfied	Very dissatisfied
18-24	0	1	2	1	0
25-44	1	4	4	1	1
45-60	1	7	4	1	2
61-75	0	0	1	3	0
75+	1	0	1	0	0

Would you recommend Cannock Chase Council website to other users ?

No 33%

Yes 67%
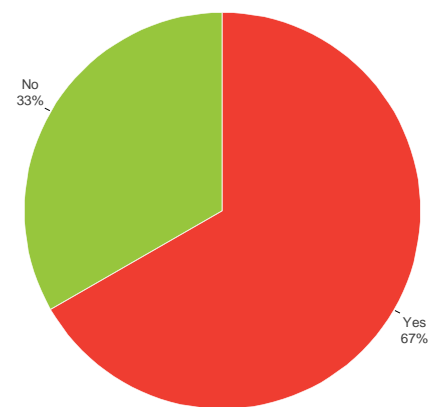
How would you rate the following on the current website?

Usability (easy to get around/navigate)

Staff
External

	Very good	Good	Ok	Poor	Very poor
Staff	0	1	9	9	6
External	4	14	11	6	7
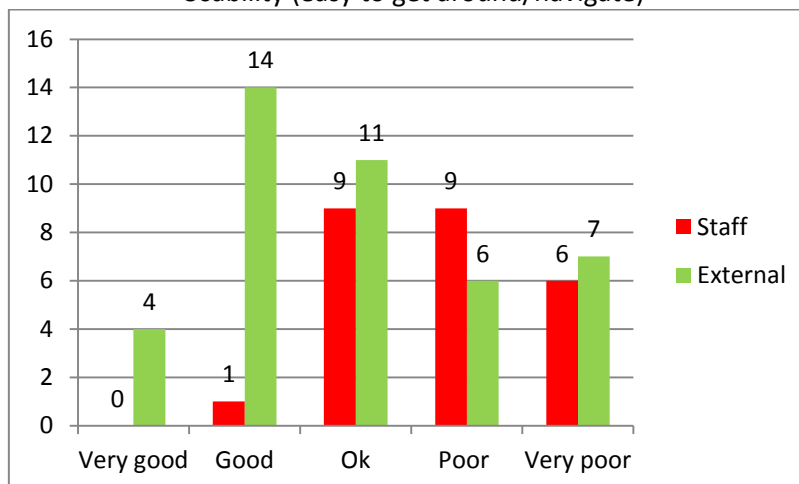
How would you rate usability by age?

	Very Good	Good	Ok	Poor	Very Poor
18-24	0	1	2	0	1
25-44	1	5	1	2	2
45-60	1	7	4	1	2
61-75	0	0	0	2	1
75+	1	0	0	1	0

Design (including style and appearance)

	Very good	Good	Ok	Poor	Very poor
Staff	2	3	6	9	5
External	3	9	14	9	5

Layout

	Very good	Good	Ok	Poor	Very poor
Staff	0	4	5	10	6
External	2	10	16	9	3

Search Engine

	Very good	Good	Ok	Poor	Very poor
Staff	1	1	10	7	6
External	3	8	18	7	5

Homepage

	Very good	Good	Ok	Poor	Very poor
Staff	0	4	9	9	3
External	2	12	14	9	3

Up-to-date content

	Very good	Good	Ok	Poor	Very poor
Staff	0	4	8	7	6
External	3	12	16	5	4
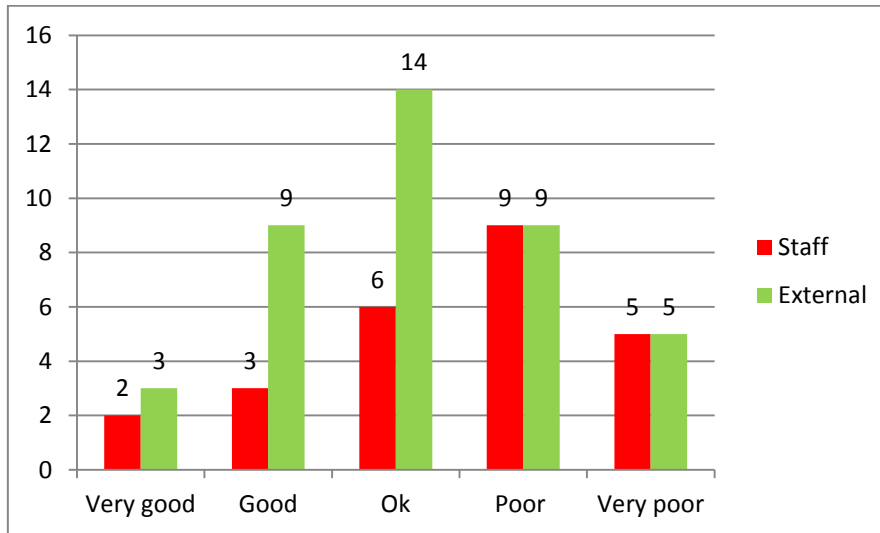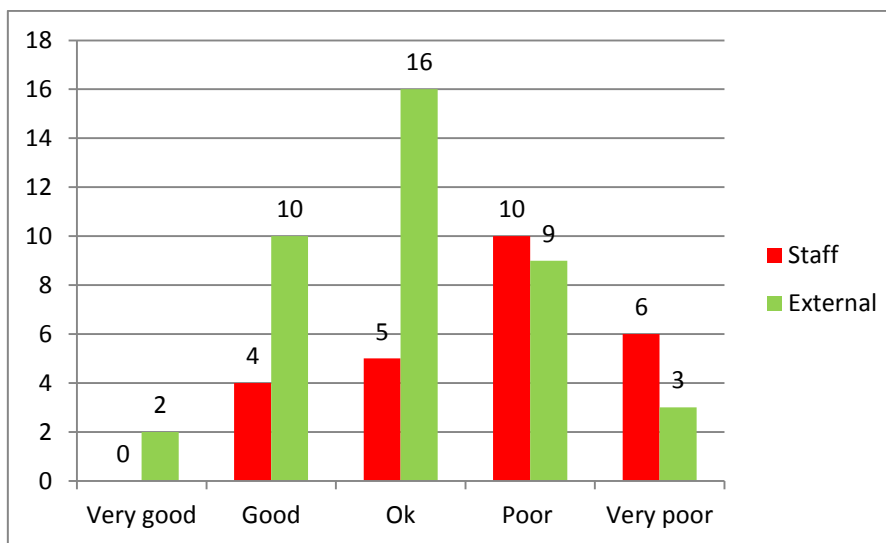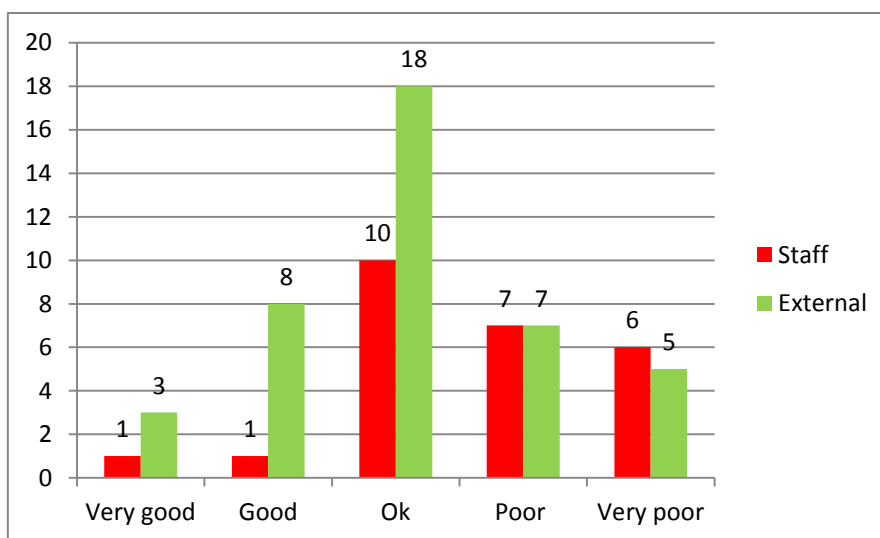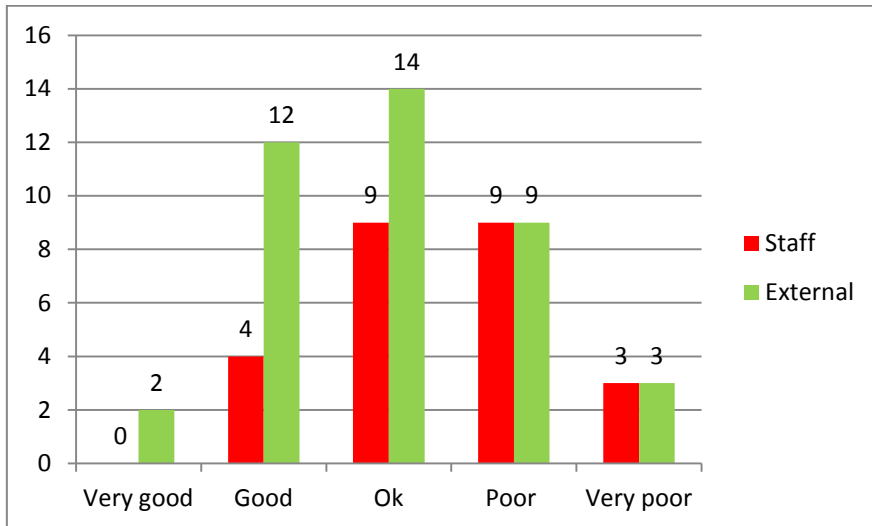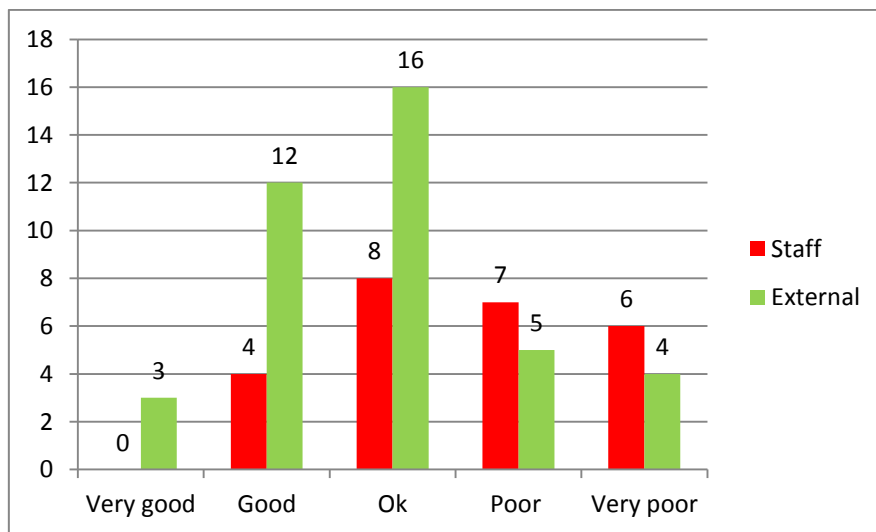
Please give your reasons for the answers above

Staff

info not there
not user friendly
too many categories
inconsistent
not engaging
updated content
basic fine
info out of date
dated
info hard to find
good information boring
cluttered too many clicks
unimaginative
too few pictures
hard to navigate

External
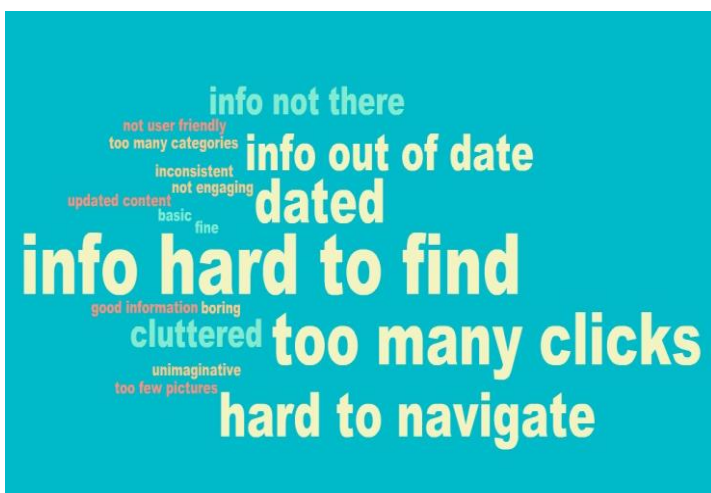
The most popular were:
- Information is hard to find
- Too many clicks
- Good to use and informative
- Search Engine not good
- Not up to date
- Dated
- Easy to navigate

Other comments included:
- Needs to be more accessible for learning disabilities
- Too many words, small text, tedious, needs better presentation

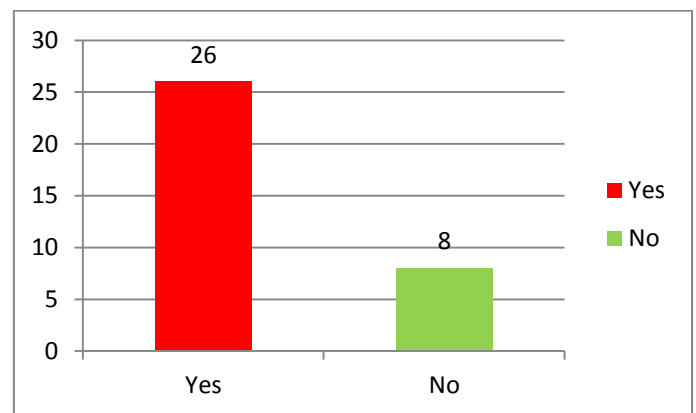**Why don't you use the website?** (*if you answered No to Q1*)

Staff | External

There were 4 responses
- 3 use the intranet rather than the CCDC website
- 1 found the website to be out of date, lacking information and poor navigation
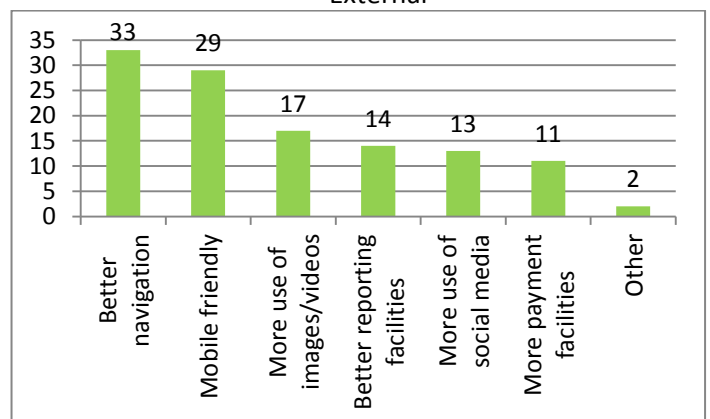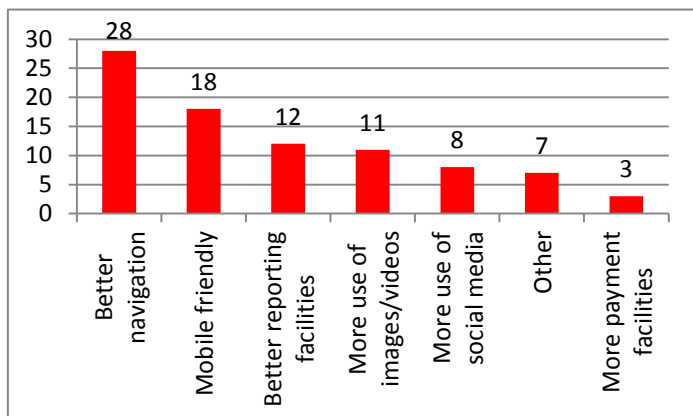

Do you use the internet for other purposes?

What changes or features would you like to see on the new Cannock Chase Council website?
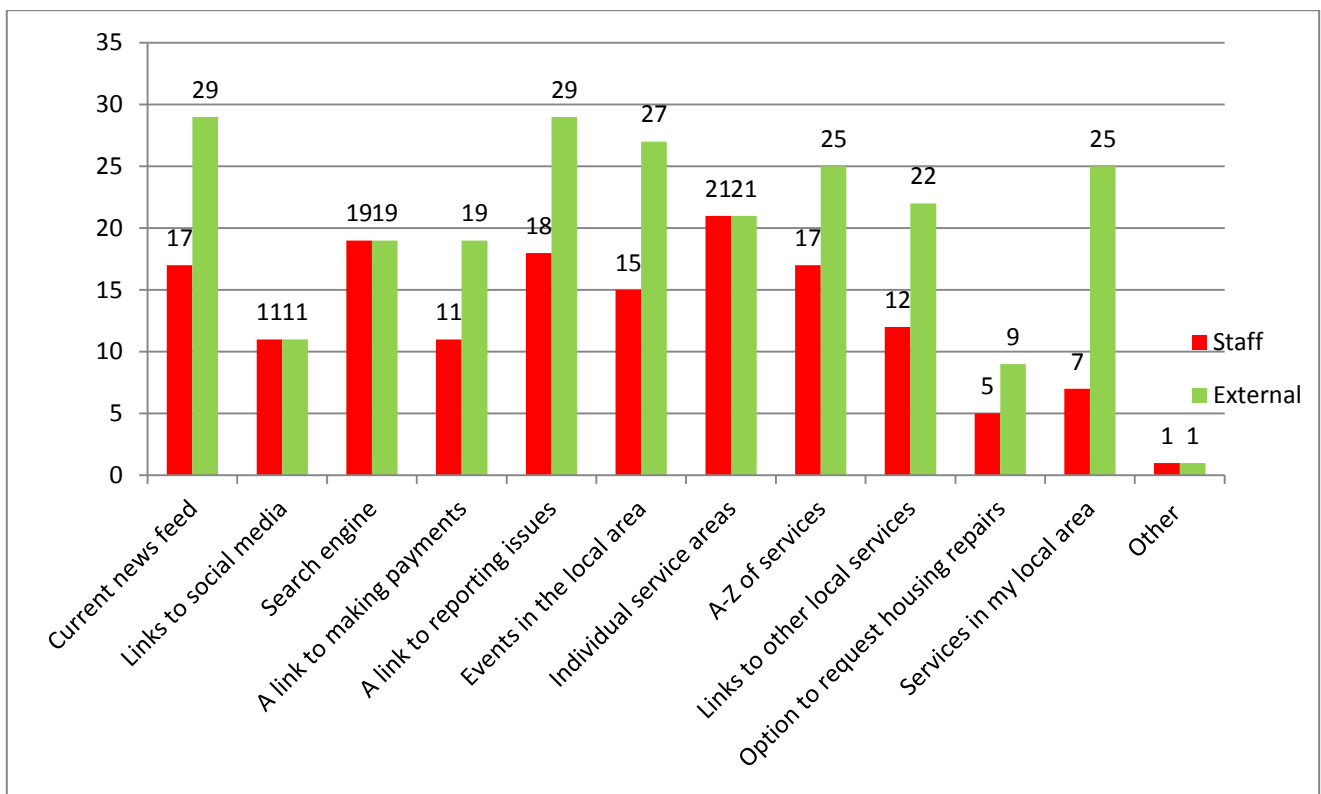
Staff

External

Please explain other:

- Just better navigation for the public, we know where everything is, they don't
- Navigation bar would be better if it was a drop down with the sub cats below to save looking through the page to find the relevant option
- Linked to better navigation - making information accessible in a lesser number of page click (ideally no more than 3).

- Better payment facilities
- Make it easier to find information
- Happy with content and design
- To assist people with learning disabilities to make better use of the site
- Online payment better for rents – show account balance, how much to pay and if account is in credit or arrears

- Improved written content and current information that's easy to find and accessible and bot blurred with old archived content
- A different way of searching for documents - through departments/categories - I cannot see/find maternity/paternity leave policies
- The above will make work more cost effective
- Retractable menus or 1 side menu - the 2 side menus leave quite a narrow content screen in middle of page.
- Needs to be easy to navigate and pick up appropriate link from main front page. Countryside service had originally good link to front page but subsequent to reorganisation the linkage has not occurred and the resultant use of that page has declined considerably
- More details of the service offering

- To encourage more older people the site should be easy to use with clear instructions, but it also need to be secure to protect users identity
- Promote AONB – events, link with theatre and include a what's on page
- Core documents and policies both simpler to find in once place and interactive to search
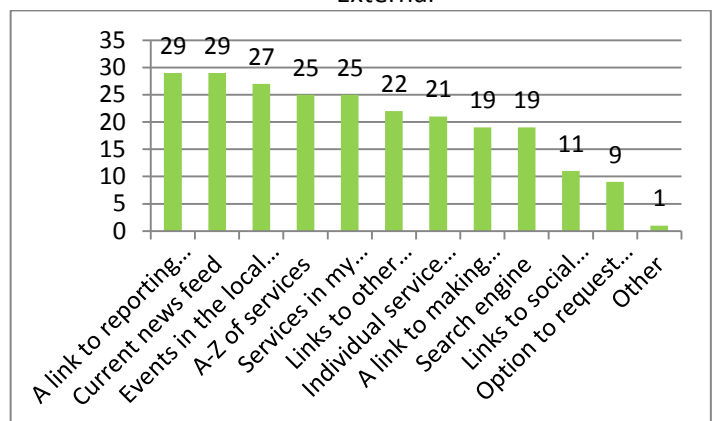- Clearer content and no 'click here' links!

What would you like to see available on the new homepage?

Staff
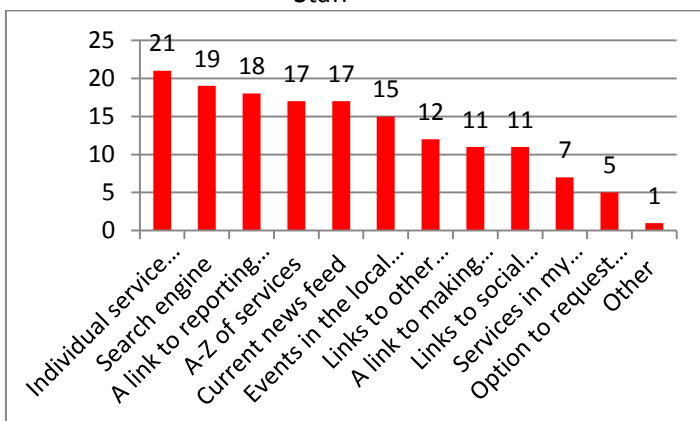
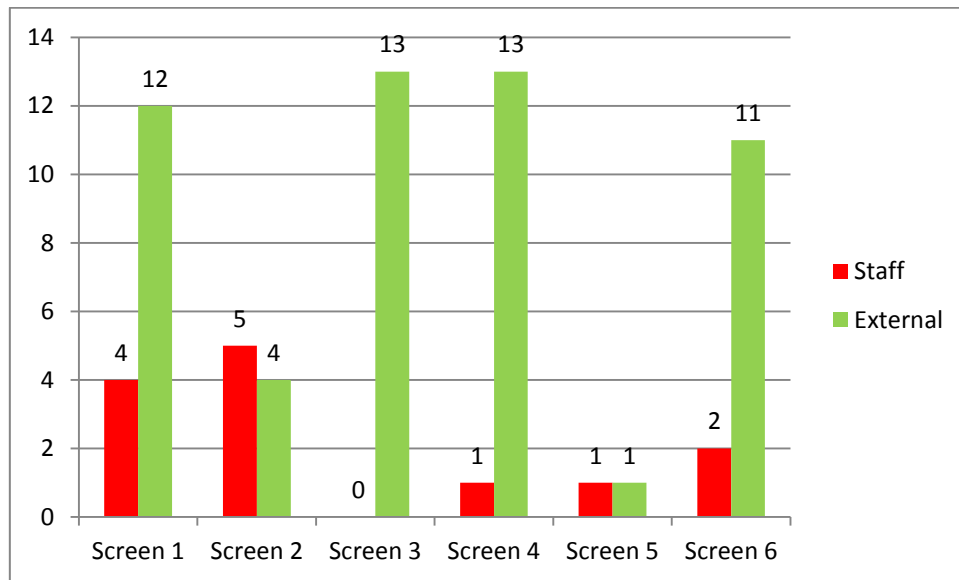External

Please explain other:

- It's fine as it is
- Will make navigation easier thus more cost effective
- Current news as it affects CCDC

- Functions of local council as compared to County Council. Details of police and fire and NHS services
- Most of this information could be contained in a 'quick links' section like there is on the current homepage
- Links to local Parish and Town Councils

Please give your thoughts on the design and layout of the screenshots

- All very similar, but some are laid out in a less cluttered way
- Too cluttered
- Design 2 looks more sleek and in keeping with modern designs
- Designs 2 and 3 have a welcoming look and fresh design, although the drop down menus in the header could stand out more (such as in designs 1 and 4). The layouts of designs 1, 2 and 5 are the neatest, whereas designs 3, 4 and 6 feel too cluttered. Designs 1, 4, 5 and 6 look smart, but the backgrounds are too dark
- Uninspiring
- The green backgrounds look more inviting whereas the black ones look cold and brash
- They all appear ok, key will be making it easy to navigate from the home screen to the other information
- I like the use of different colours other than just green. Use of images and videos are good as long as it is still easy to navigate.
- More vibrant
- I find them quite cluttered- too much going on an difficult to find what you're looking at/for
- 1 and 6 are the clearest
- The first one appeals the more to me, can we have more of promoting the service we offer and highlighting the positive
-

- Busy pages – comments mentioned that the pages looked too busy or littered
- Visual impairments – 4 people raised concerns about the website being clear enough for people with visual impairments and the lettering needs to be the correct colours.
- Suggestion for consulting with people with visual impairments
- Colours – comments included that the colours should be bold not bright, look fresh, light writing on light background doesn't work, not too bright.
- It was felt by 5 respondents that the screenshots all looked very similar
- Some commented that they were too formal/ old fashioned.
- Social media – one commented that the screenshots looked like facebook pages, whilst another thought there was no need for a picture of the day but a simple link to social media would suffice
- Likes – services in my area and 'do it online'

15 people were unable to see the screenshots in the survey. Some staff only have access to older internet browsers which were unable to display the screenshots. They were made available on the intranet, although one person commented that they were too small
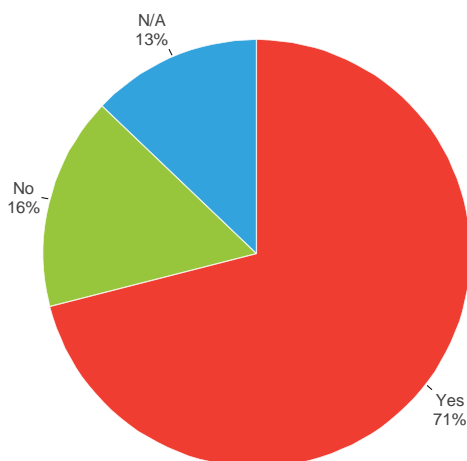
Which design do you prefer for the homepage?

	Screen 1	Screen 2	Screen 3	Screen 4	Screen 5	Screen 6
Staff	4	5	0	1	1	2
External	12	4	13	13	1	11

Staff

External

Do you advise customers/residents to visit the website?

N/A 13%
No 16%
Yes 71%

Please explain why?

- Only advise them if I can be sure the information they need is on there to begin with
- Lack of information – historic/out of date information – hard to navigate- poor search facilities
- I usually advise residents to contact the council – a lot of the queries I receive are housing repairs issues which need reporting
- Because it is not user friendly. Prefer to email a link to an exact page rather than asking them to navigate through it

Please give any further comments on the current website or on the proposals for the new website
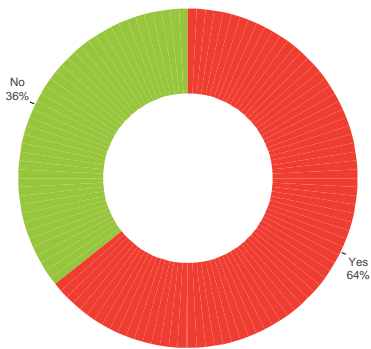
- Make it more user friendly
- Will be of great use
- Messy and confusing
- Nice colouring
- Complicated
- Bit boring
- Make it so you can find what you're looking for straight away, instead of bumbling around a poor layout and search facility of 10 minutes
- Needs to be very easy to use with a good search engine as often I give up when trying to find my way round these websites. I have used the staff county council website and find that frustrating.
- Is there a link to bus services?
- Needs to be easy access for standard queries – most people access a council site for a defined search rather than to browse
- The website does need modernising and the search function needs to be improved but generally it is fairly easy to use with plenty of information so I hope the new website won't lose that attention to detail but will just make things easier to access and look better
- Separate out the fields further and make use of the space
- Need to replace the black areas with a lighter background as in screenshots 2 and 3
- Allow advertising and more like good commercial sites

- Too 'busy'
- All information to be accessed in max 3 clicks
- The more boxes to navigate from the better
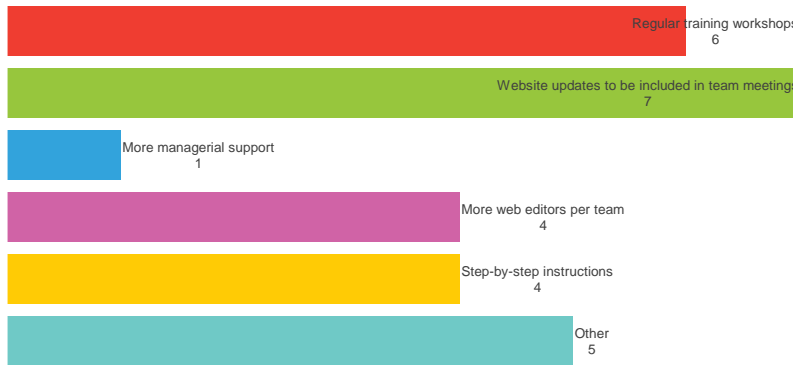- Go out and engage with people. This is a lazy way to consult

Are you currently a web editor?

Yes
45%

No
55%

Do you regularly update your pages?

No
36%

Yes
64%

What would make updating easier/better?

Regular training workshops
6

Website updates to be included in team meetings
7

More managerial support
1

More web editors per team
4

Step-by-step instructions
4

Other
5

Other:

- Nothing, area doesn't require regular updates
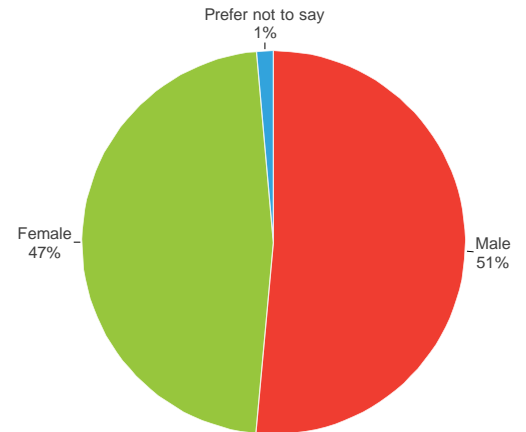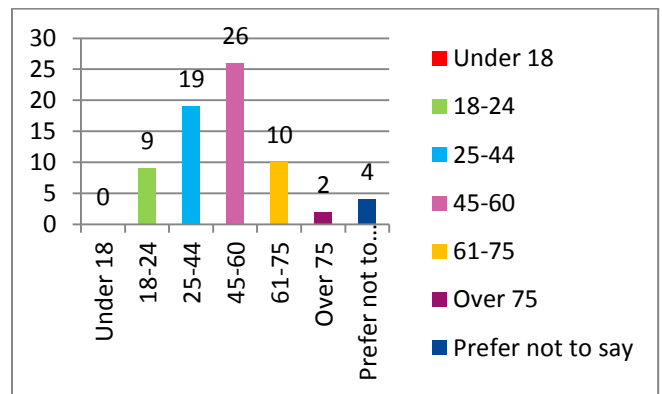- Easier to use editor
- Not using a Jadu type structure and removing the need for pages to be 'proofed' before publication
- Easier access to icons and images to update webpages with
- It would be good to be able to upload images ourselves e.g. flyers and leaflets sent to myself
- Better updating tools e.g. bulk uploads, automatic hyperlink updates, saving of new page category

Are you?

Prefer not to say 1%

Female 47%

Male 51%

What is your age?

Legend:
- Under 18
- 18-24
- 25-44
- 45-60
- 61-75
- Over 75
- Prefer not to say

Values: Under 18 = 0, 18-24 = 9, 25-44 = 19, 45-60 = 26, 61-75 = 10, Over 75 = 2, Prefer not to… = 4

Please tell us your postcode?

Location	Number
Cannock	30
Hednesford	7
WS11	4
WS12	4
Norton Canes	3
Rugeley	2
Gnosall	1
Heath Hayes	1
Cheslyn Hay	1

Themes and Recommendations

- Mobile phone is the least used way to access the website.

- Using a laptop is the most popular way to access the website across all the age ranges

- Looking for jobs is the most popular reason for people to look at the website overall, although when you break the results down into age categories it is never the most popular reason for people to look at the website.

- The most popular reason for using the website is varies in age and is not the same across all categories.

- Staff are slightly less satisfied with the website than external respondents.

- External respondents find the usability to be far better than staff

- When asked how you would rate usability, design, layout, search engine, homepage and up-to-date content, Ok was the most popular response in total. This may reflect how people feel or it could be people ticking the middle box.

- The most popular reasons for the answers to the rating questions are the same for staff and external responses: 'Information is hard to find' followed by 'too many clicks'. The rest of the reasons are also very similar between staff and external including: 'dated' and 'not-up-to-date'

- Of the external responses that don't use the website the most popular reason for people to not use the website is 'no need to'. A lot of responses that came in were filled in through reception and this may have an impact on the responses.

- 76% of the responses who do not use the website use the internet for other purposes.

- When asked what changes or features people would like to see on the new website both staff and external respondents ranked 'Better navigation' and 'Mobile friendly' as the two most popular with 'Better reporting facilities' and 'More use of videos/images' also in the top 4.

- With regards to what people want to see on the new homepage there are some slight differences in what staff and external respondents would like to see. With both staff and external responses though 'A link to reporting' and 'A-Z of services' were in the top 4.

- Overall the most popular screenshot was number 1, however 3 & 4 were equally the most popular with external respondents whilst 2 was the most popular with staff.

- A comment that featured regularly throughout the consultation was 'Too many clicks'

- Of the staff that responded who are web editors approximately 2/3 regularly update their pages.

- Slightly more men than women who answered the question and the most responses came from the 45-60 age category. The biggest amount of responses came from Cannock with Hednesford and Rugeley very under represented.

- 4 people raised concerns with regards to making sure that the new website is suitable for people with visual impairments i.e. layout, colours etc. Suggestion: work with people that have visual impairments when designing the website

- Comments were made on behalf of Asist, an organisation that work with people with learning disabilities. They would like the website to be accessible for people with learning disabilities. Suggestion: work with Asist and people they represent when designing the website.

- Suggestion to do a workshop/focus group with the residents panel Your Community, Your Voice and our young people's panel VOICE to look at design and navigation etc