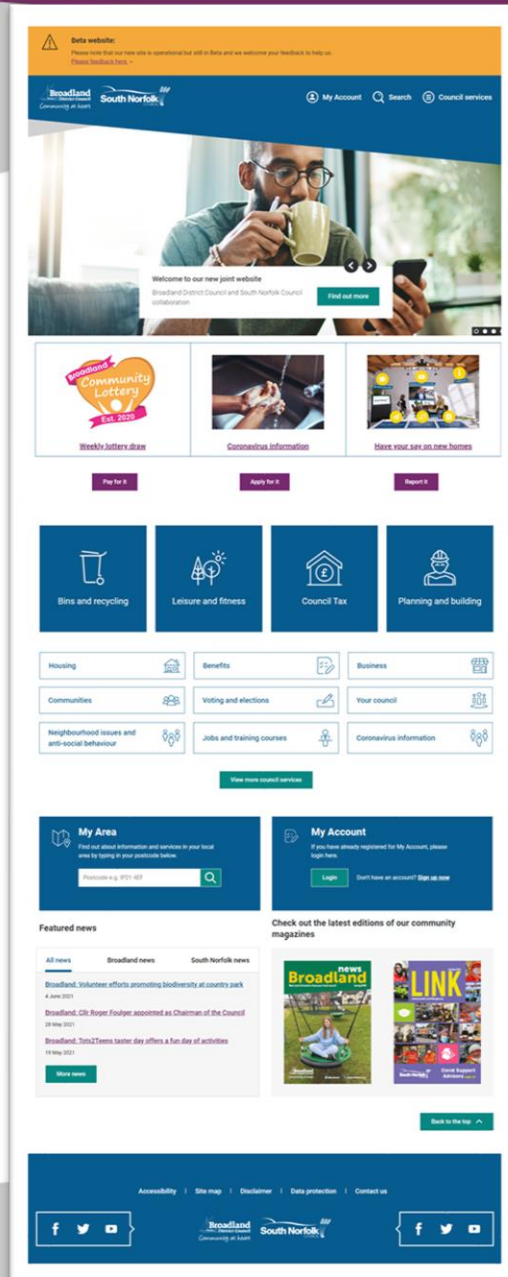


Two Councils - One Team



The new joint website

Have a look at it here:

www.southnorfolkandbroadland.gov.uk

Two Councils - One Team

Website objectives

- A new joint single website and platform for both Councils
- maintain the two Councils' individual identities whilst providing a single platform to focus resources
- one website to replace our existing two sites
- updated and fresher/easier navigation for customers to find content and to connect through to relevant back-office systems and teams
 - structured by category and not by organisational structure
 - based on usage stats
- uses a new “.gov” website domain name:

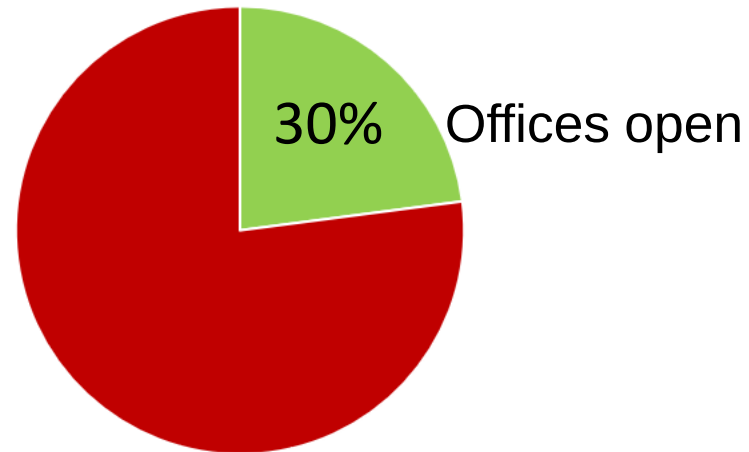
www.southnorfolkandbroadland.gov.uk

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Availability of information to customers

24/7 website content – help reduce direct calls, but also about increasing availability to information

Over a 7-day week

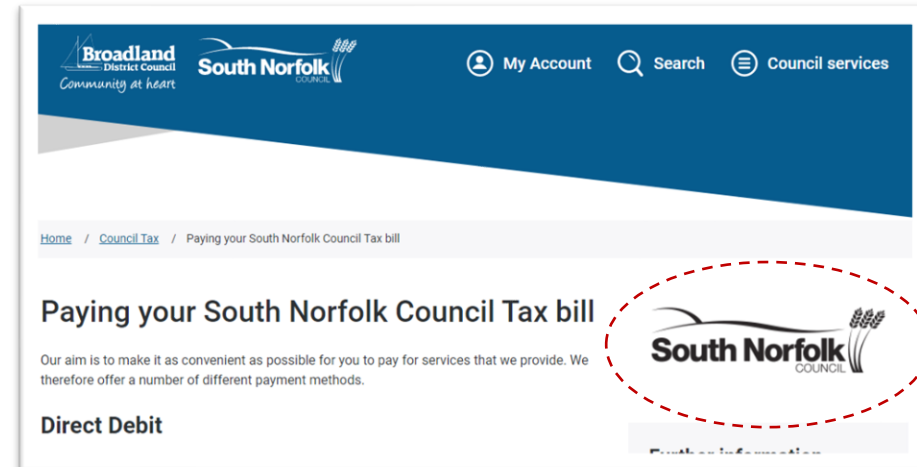
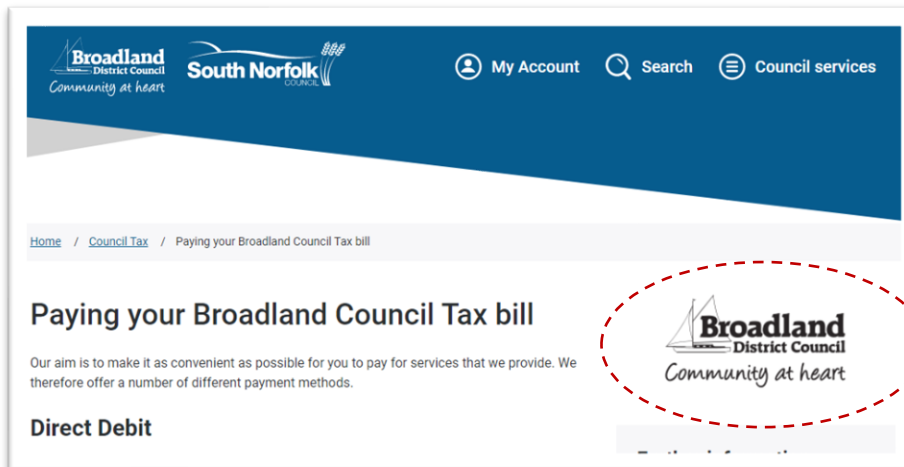


Offices closed / unavailable
70% of the week

Two Councils - One Team

Maintaining the Councils' identities

- Logo/heading text on pages that are specific to just one Council



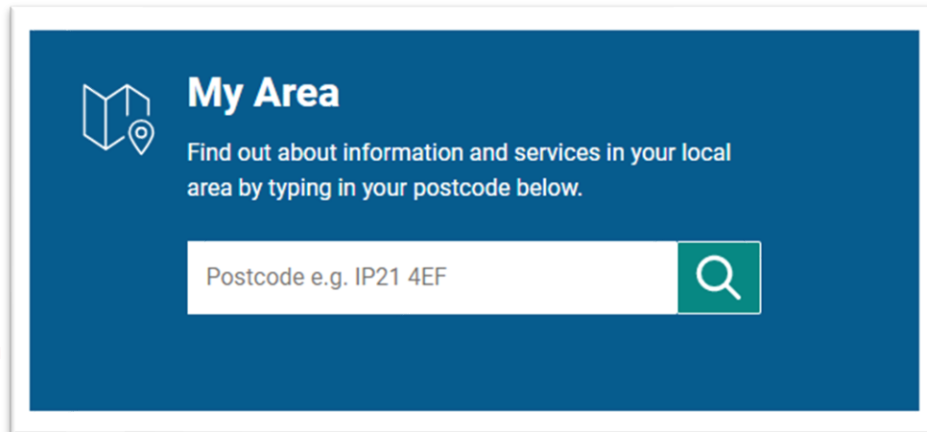
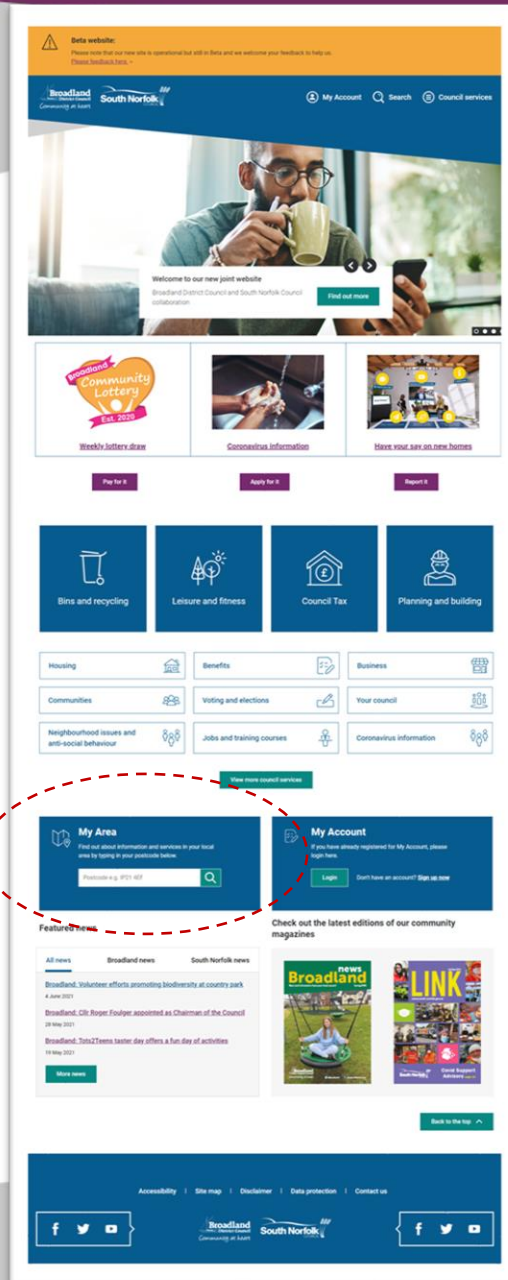
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Since Go Live on 2 June

- **607,876 page views** (includes repeated views of a page by the same person)
- The day with most site visitors was 2 June (go live day) with **5,401 independent (unique) visitors**
- **46%** of site visits come from search engines, where **Google** is the most popular search engine used
- Users saw a link to our website **420,000 times** on Google search results pages
- **67,800 people** have clicked through to our site from Google search results
- **Mobile** is the most used device customers use to access the site

Two Councils - One Team

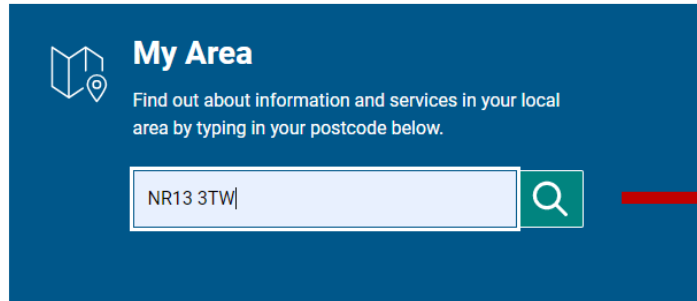
MyArea (no login required)



Two Councils - One Team

MyArea (no login required)

Enter your Broadland or
South Norfolk postcode

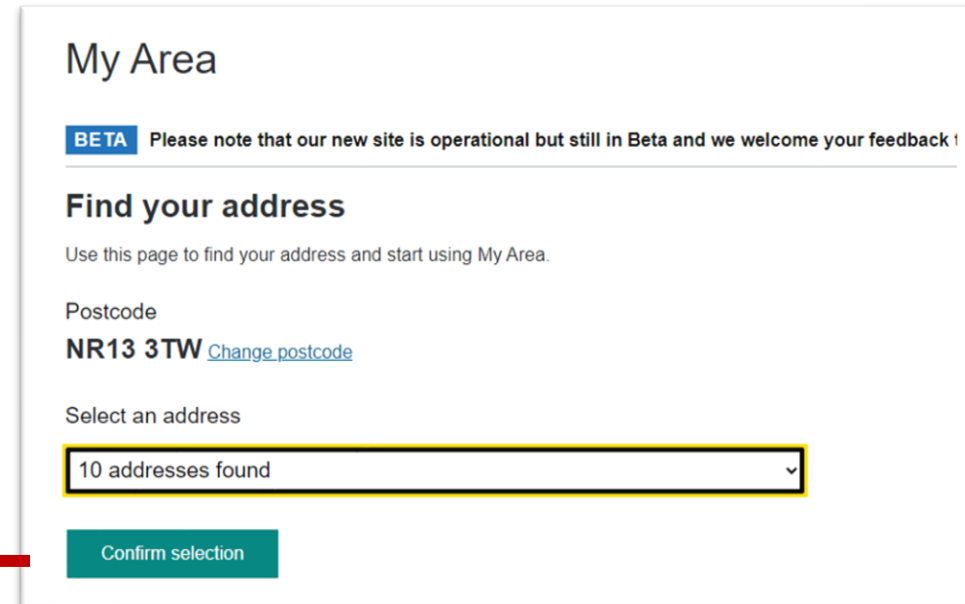


My Area
Find out about information and services in your local area by typing in your postcode below.

NR13 3TW 

A red arrow points from the search icon to the next slide.

then select your address from the
drop-down to see the information



My Area

BETA Please note that our new site is operational but still in Beta and we welcome your feedback !

Find your address
Use this page to find your address and start using My Area.

Postcode
NR13 3TW [Change postcode](#)

Select an address

10 addresses found

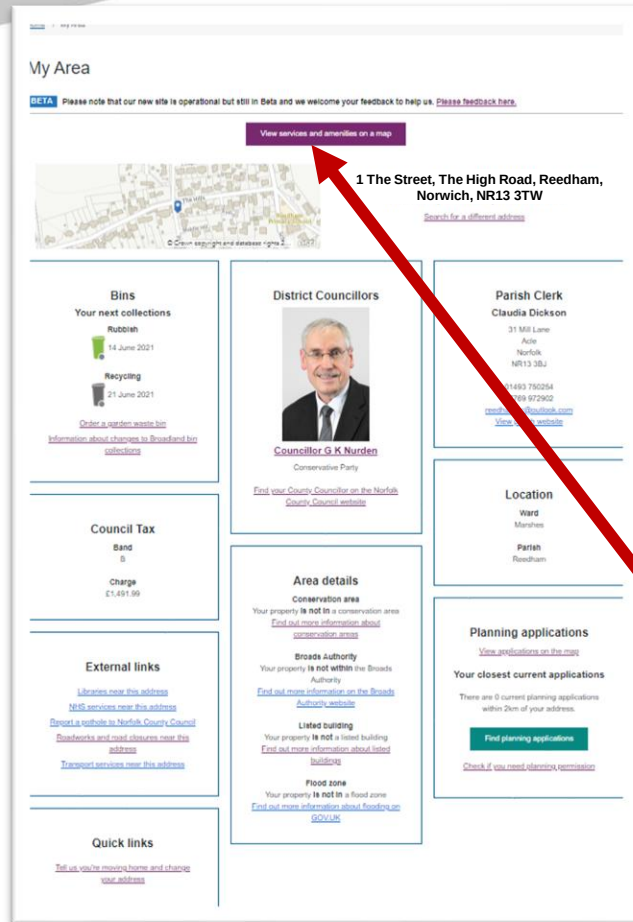
[Confirm selection](#)

A red arrow points from the 'Confirm selection' button to the next slide.

See next slide

Two Councils - One Team

MyArea (no login required)

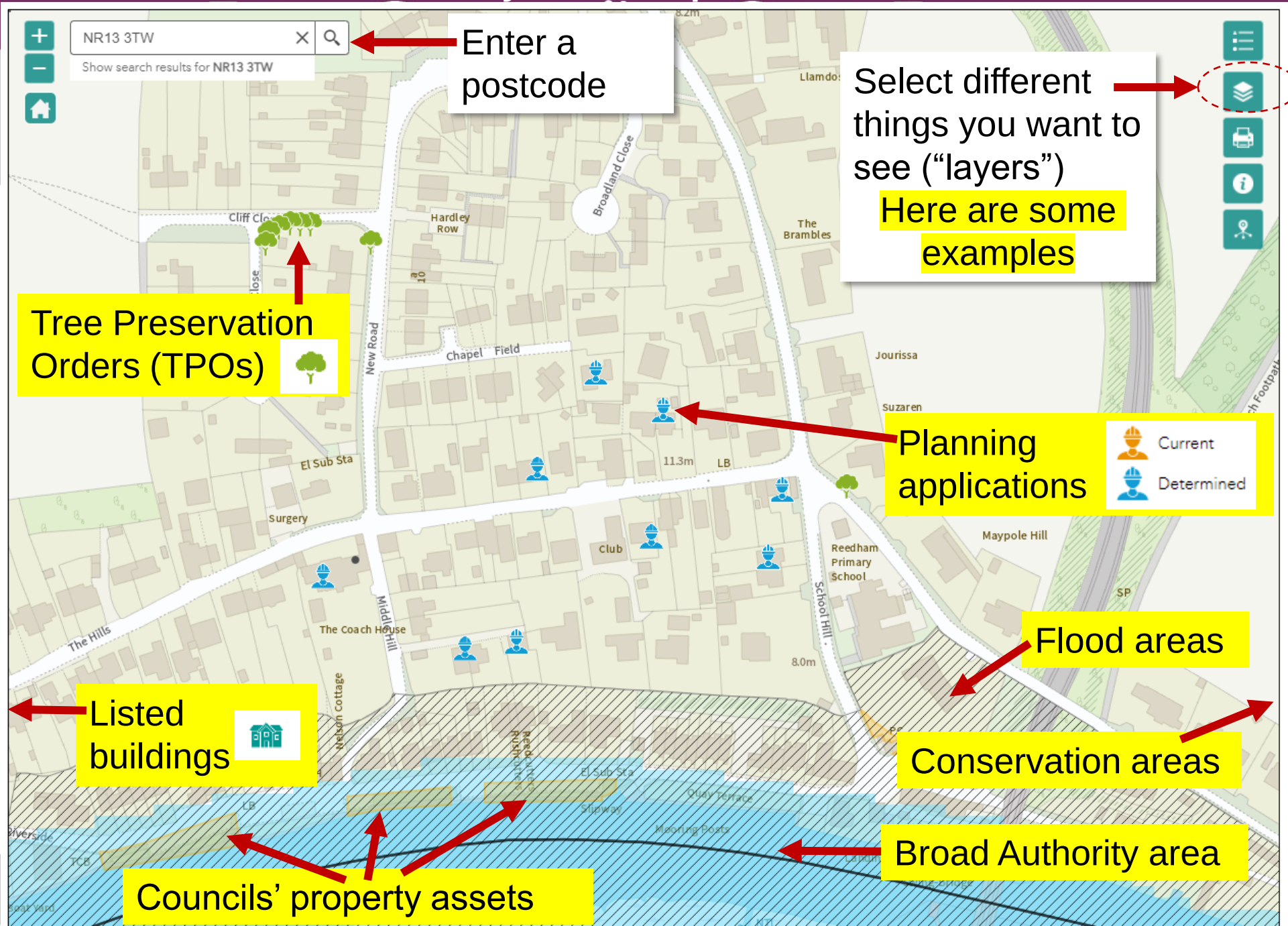


Information includes:

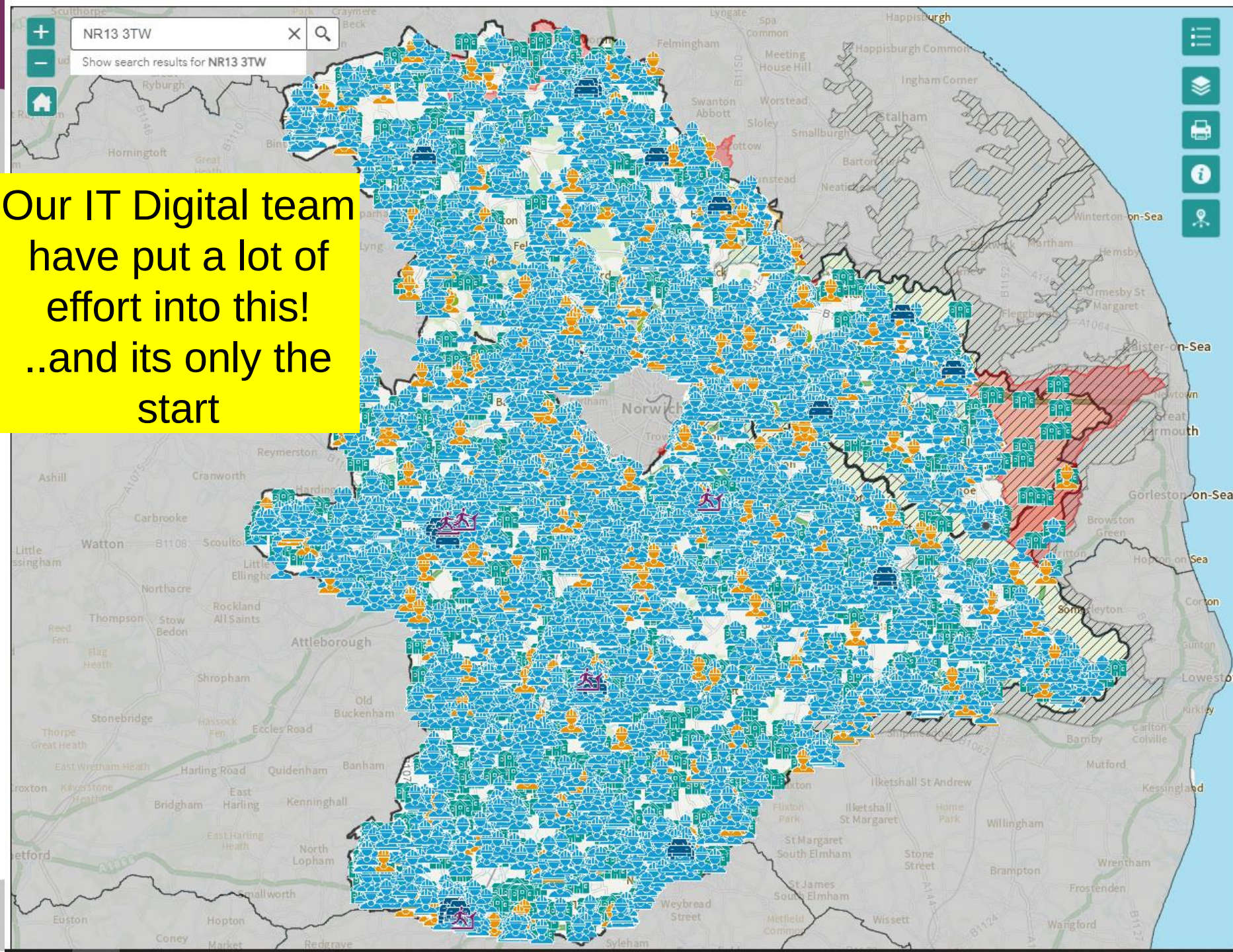
- your next bin collection day
 - who your district councillor is
 - what ward/parish you are in
 - parish clerk contact details
 - Council Tax band and charge
- as well as other things relating to:
- Planning applications
 - Conservation areas, listed buildings etc
- but you might prefer to view these things on a Map! – just press the button at the top of the MyArea page:

View services and amenities on a map

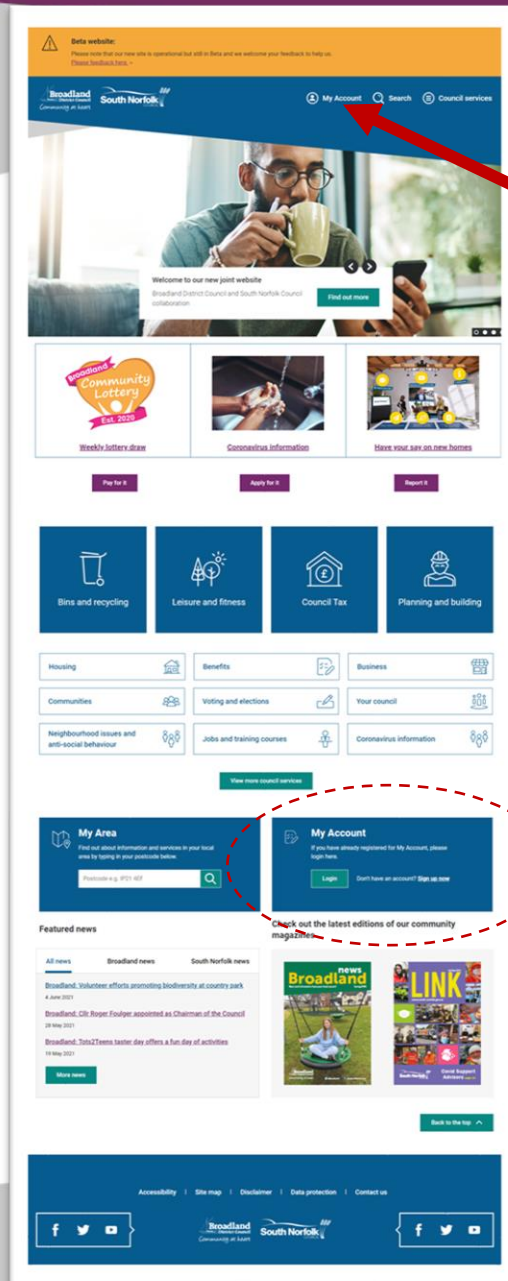
MyArea – Map view



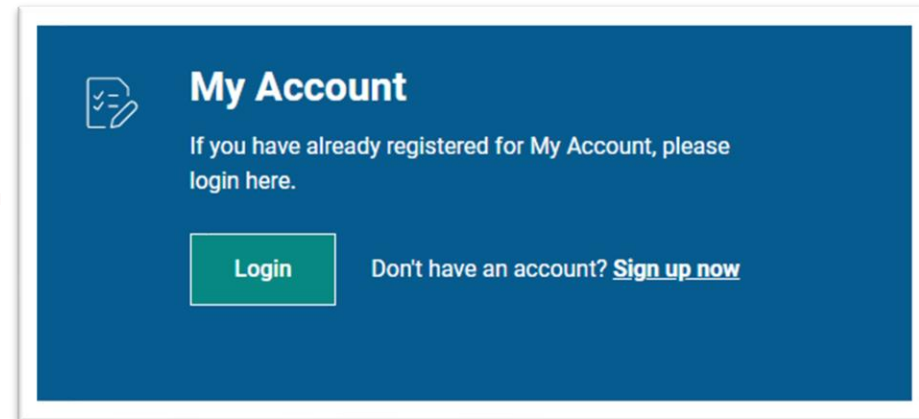
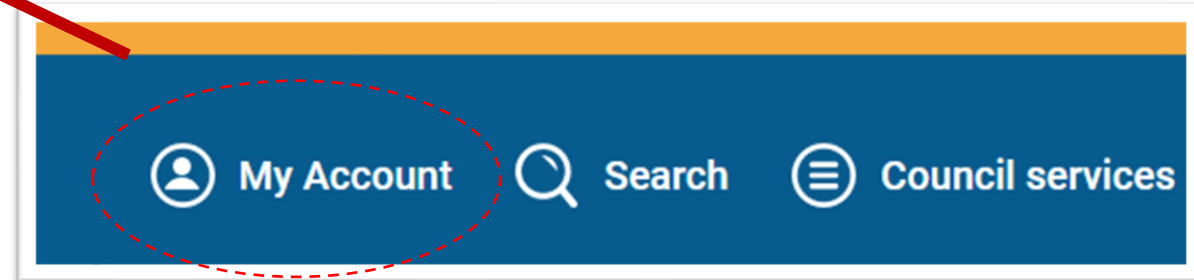
Our IT Digital team
have put a lot of
effort into this!
..and its only the
start



Two Councils - One Team



MyAccount
(Login/sign-up required)



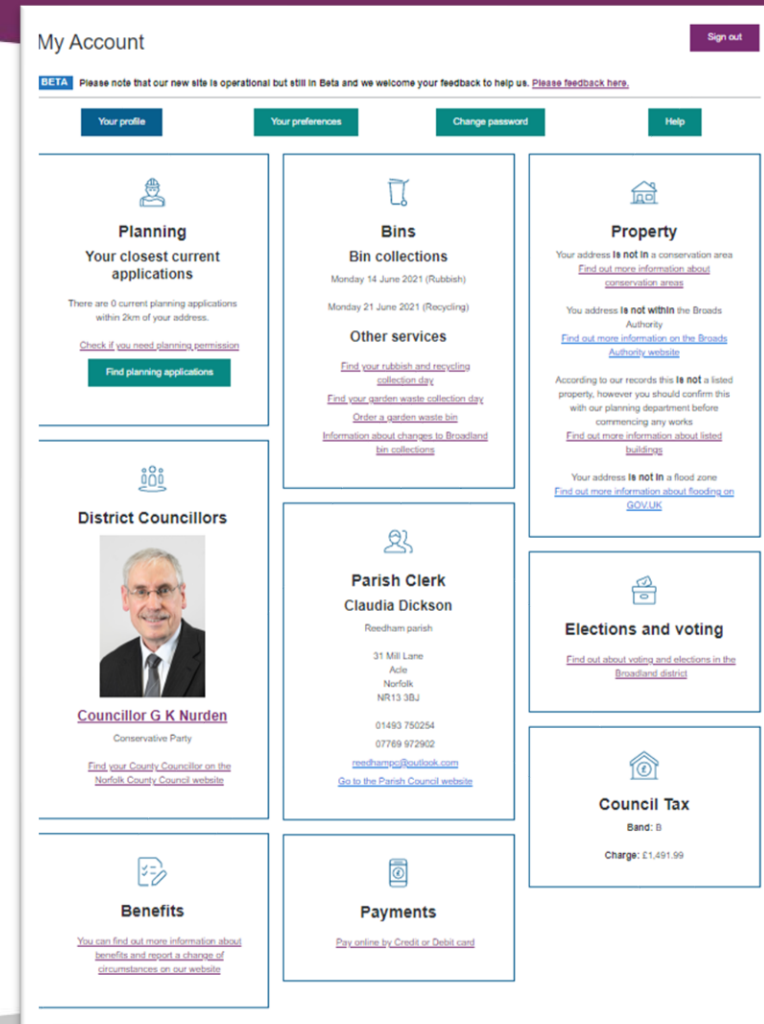
Two Councils - One Team

MyAccount (Login/sign-up required)

MyAccount provides similar information panels like in MyArea but the system remembers your postcode/address (which you can change) and also set preferences for receiving information.

But you have to create a login to this.

MyAccount establishes a login platform that overtime will integrate with other back-office systems such as Council Tax and Benefits system.



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Website - Next steps

- “Beta” website: Continuous improvement – homepage/content/buttons can be edited/amended moving forward based on feedback & stats
- Continue to populate the map information
- Integration into back-office system
- Continued development of web-forms