

# Top Tasks **beyond** the homepage (and the site)

how [liverpool.gov.uk](http://liverpool.gov.uk) is built

**Conor** Moody

**Liverpool Direct Limited**

**Liverpool** City Council

# Background

**Great big massive plan**

**No action**

**New chief exec**

**‘the web can save you money’**

**‘go on then’**

How do we **win**?

# Achieve accreditation / rank?



Better connected 2011:  
a snapshot of all local authority websites



# Engage / be open / be seen to be?



data.gov.uk<sup>BETA</sup>  
Opening up government



# Prove we can use ajax and jquery

The screenshot displays the BBC mobile website interface. At the top, there is a navigation bar with the BBC logo, 'Mobile' text, and links for News, Sport, Weather, iPlayer, TV, Radio, and More. A search bar is located on the right side of the navigation bar.

The main content area features a row of five postage stamps, each with '1ST' and a profile of Queen Elizabeth II. Below this, a headline reads 'How much does a first class stamp cost?' with sub-headlines 'Royal wedding mail' and 'Higher stamp prices come into force'. To the right, there are three promotional tiles: 'Record rise in UK postage prices', 'Adam and Joe are back: Listen online', and 'Radio 1's Big Weekend'.

Overlaid on the page are several widgets:

- News**: A dropdown menu showing a headline 'Miliband: NHS shake-up "betrayal"' with a timestamp of '22 minutes ago'. Below it is a section for 'MORE TOP STORIES' with a list of news items: 'Libya mission "could last months"', 'Police silence over China artist', 'Race to find radiation leak path', 'Police update NI leaders on bomb', and 'Sickness benefit crackdown begins'. There is also a 'LOCAL NEWS' section with a note to 'set a UK location'.
- Detailed forecast**: A widget showing weather for Tuesday ('White Cloud', Max: 14°C, Min: 11°C) and Wednesday ('Sunny Intervals', Max: 19°C, Min: 8°C).
- Monday 10:53**: A clock widget showing the time and date '4th April 2011 GMT +01:00'.
- BBC iPlayer**: A widget titled 'TV HIGHLIGHTS' featuring a video player for 'Louis Theroux'.

# Guidelines and standards?



HTML5

A vocabulary and associated APIs for HTML and XHTML



# Awards?



Web Marketing Association's  
**WebAward**



# Happy politicians?

# Improve the brand?



# Make things easier for most customers

= save money

# How?

It's easy to say....

# Look

# Learn

# Do

# Look

**Inside** and out

# 200 pages

of our 4000 page site accounted for

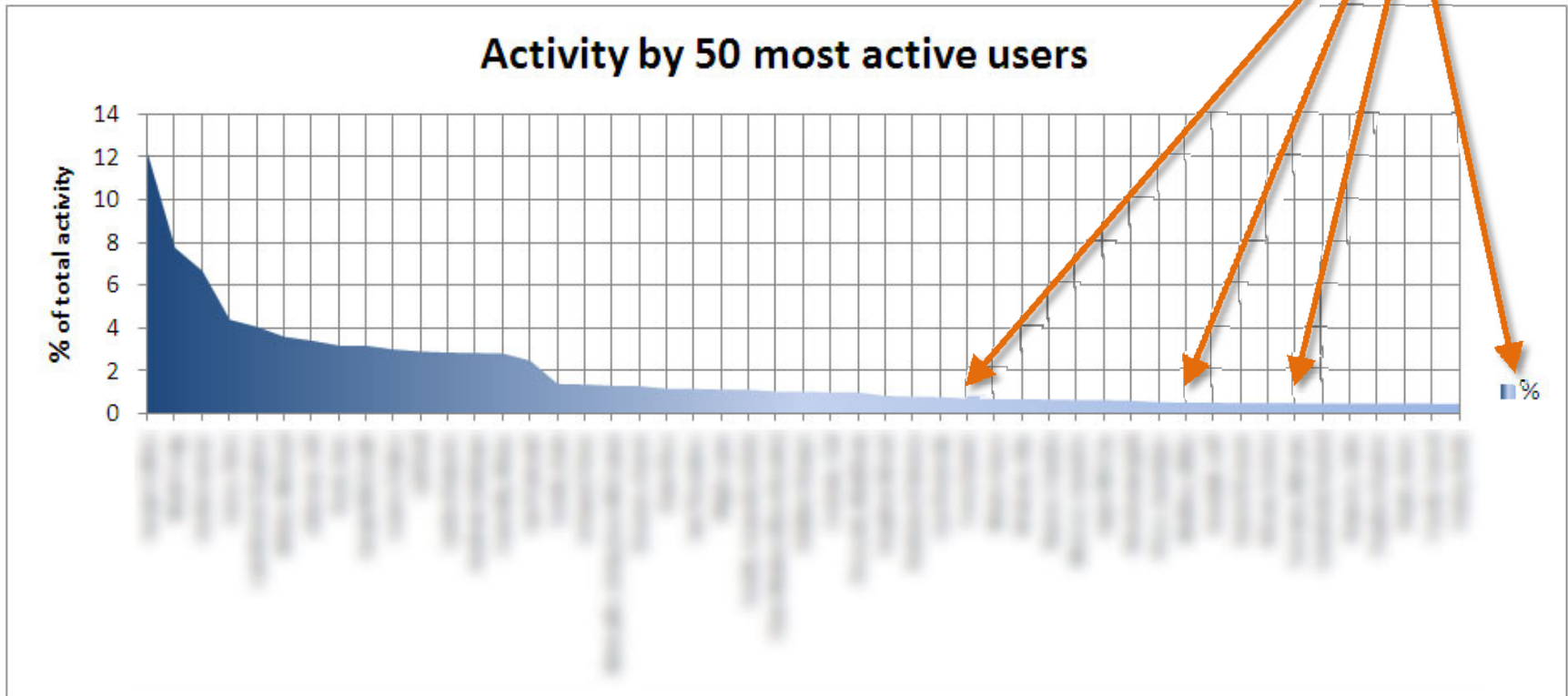
**85** of traffic **%**

# Our cms users

- 260 trained
- 20 performed 70% of all activity

- 160 did something
- Activity not related to Top Tasks

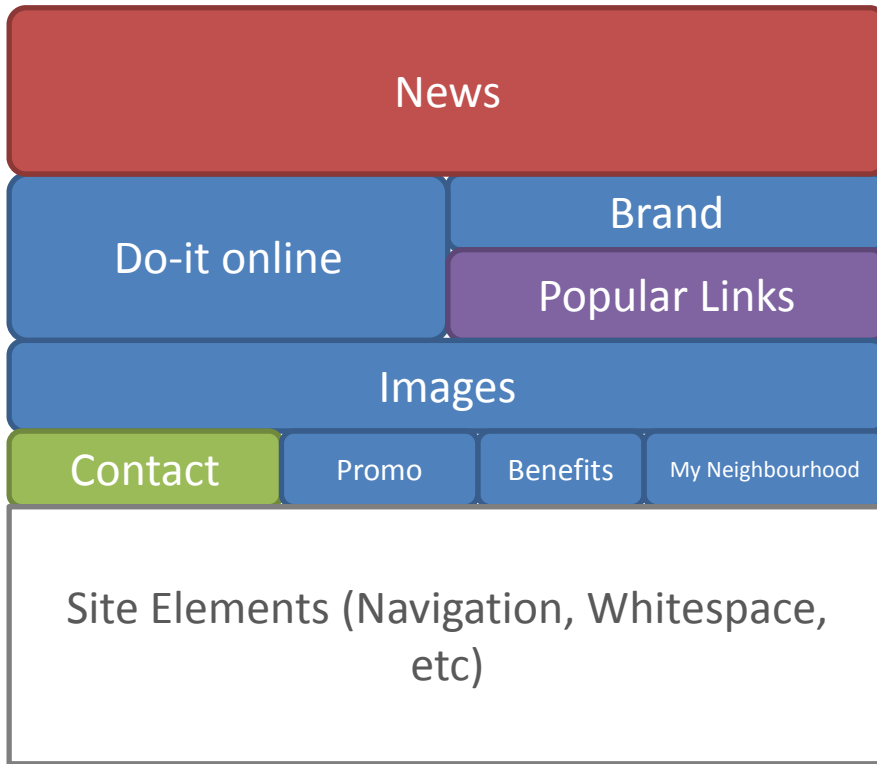
Customers want:



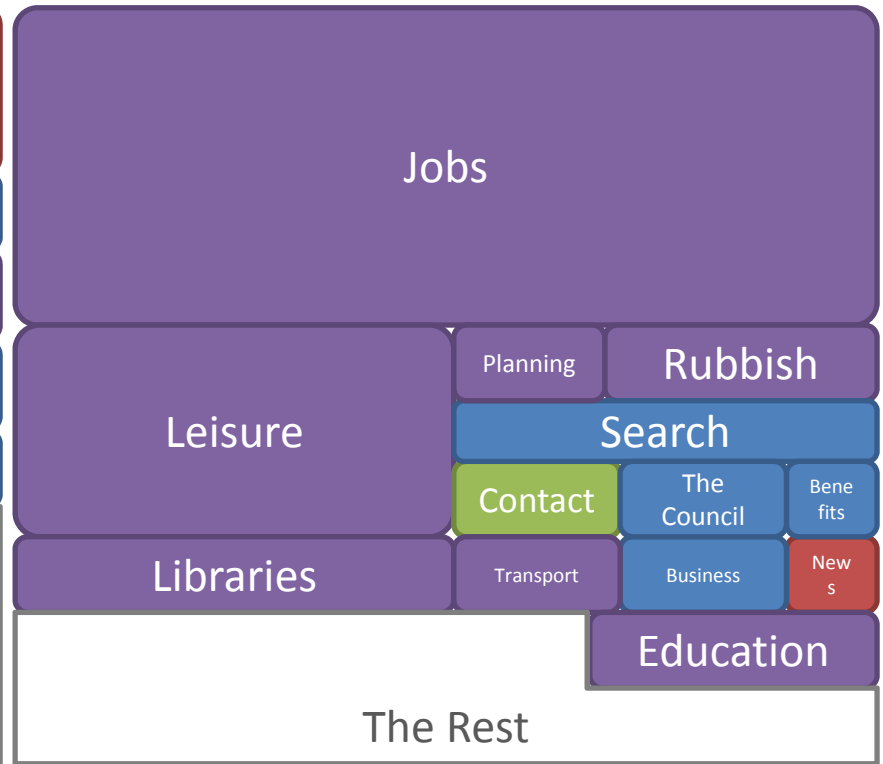


# Organisation v customer

Homepage space allocation (%)



If pure demand was followed (%)



# content on navigation pages

The screenshot shows the Liverpool City Council website's navigation page for the 'Environment' section. The page layout includes a header with the council logo, a search bar, and a breadcrumb trail 'You are here: Environment'. A left-hand navigation menu lists various services such as 'Animal welfare', 'Energy', and 'Enforcement'. The main content area features a banner image of people by a lake, followed by a notice that the site is no longer being updated. Below this is an 'Environment' section with introductory text and a list of sub-topics including 'Sustainable development', 'Street cleaning', and 'Neighbourhood Management'. A 'What's new' section highlights the publication of the 'Climate Change Strategic Framework'. A right-hand sidebar contains sections for 'Most popular' and 'Do it online' links.

Access tools: A A A Text

Advanced search

A - Z | Site map | Accessibility help | Contact us

You are here: Environment

MONDAY 4 April 2011

Home

Environment

Animal welfare

Energy

Enforcement

Environmental crime

Environmental health

Food quality and production

Land and premises

Neighbourhood management services

Parks & green spaces

Pests and nuisance

Planning and building control

Public protection

Pollution

Rubbish waste and recycling

Street care and cleaning

Sustainable development

Town centre management

Contact info

**We are no longer updating this site**

Please visit the new site at [www.liverpool.gov.uk](http://www.liverpool.gov.uk)

**Environment**

This section of the website deals with issues that relate to the environment.

Whether you need advice on noisy neighbours, pests and pollution, planning permission or want a recycling pack, you can do it in this section of the site.

Please use the left-hand links, the A-Z or search engine on this site to access a wealth of information which will help keep you safe and protect the environment too.

Useful online services are highlighted in the right-hand panel of this page.

We offer environmental health services to residents, visitors and businesses in the city as well as advice on food quality and production.

Other areas covered within this section include:

- Sustainable development
- Street cleaning.
- Neighbourhood Management.
- Town centre management.

**Other useful websites**

If you run a small business, NetRegs can offer guidance on environmental issues affecting your business, including how to reduce your carbon footprint and save money.

**Most popular**

- [Planning](#)
- [Energy](#)
- [Recycling](#)
- [Weather](#)
- [Restaurants and catering](#)

**Do it online**

- [Find local food hygiene scores](#)
- [Request recycling pack](#)
- [Live air quality info](#)

**What's new**

City of Liverpool  
Climate Change Strategic Framework:  
A Prospectus for Action

September 2009

Liverpool has published its [Climate Change Strategic Framework](#)

Whatever.....

# Policies, plans, strategies, SLA docs

4,500

0 in top 20 tasks / top 300  
downloaded docs

# Get out of my way !

90%

Whatever.....

Access tools: A A A Text [img] [img] [img] [img]

Advanced search  search

A - Z | Site map | Accessibility help | Contact us

You are here: Education and learning > Early Years and Childcare

MONDAY 4 April 2011

Home

Education and learning

Early Years and Childcare

Childcare Sufficiency Assessment 2011

Childcare regulations

Childcare workforce development

Children's centres

Choosing childcare

News and events

Funding and finance

Liverpool Childcare and Family Information Service

Sure Start

Types of childcare

Working with children

Your business

Your views

**We are no longer updating this site**

Please visit the new site at [www.liverpool.gov.uk](http://www.liverpool.gov.uk)

**Early Years and Childcare**

**What do we do?**

The Liverpool Childcare Development Team provides advice, training and support in the following areas:

- high quality childcare provision that can be evidenced in the Authority's Childcare Sufficiency Agenda (CSA)
- high quality professional workforce development opportunities for childcare staff
- the sustainability of existing high quality childcare provision

**How is the work done?**

The work of the Liverpool Childcare Development Team is delivered across the city's five Neighbourhood Management Areas (NMAs).

Each NMA has a dedicated Area Development Worker (ADW). They ensure that information, support and guidance are available to new and existing childcare providers.

We have just produced and published our Childcare Sufficiency Assessment for 2008. The assessment measures the supply and demand for childcare within the city, and how we will provide support to the market to tackle any gaps.

You can access our Childcare Sufficiency Assessment on the [Childcare Sufficiency 2008 page](#)

You can view the key statistics in our [Comparative table](#)

For more information, contact us on 0151 225 6279 or email [early\\_years](mailto:early_years@liverpool.gov.uk)

Visit the new Early Support website [www.earlysupport.org.uk](http://www.earlysupport.org.uk) where you will find lots of useful information.

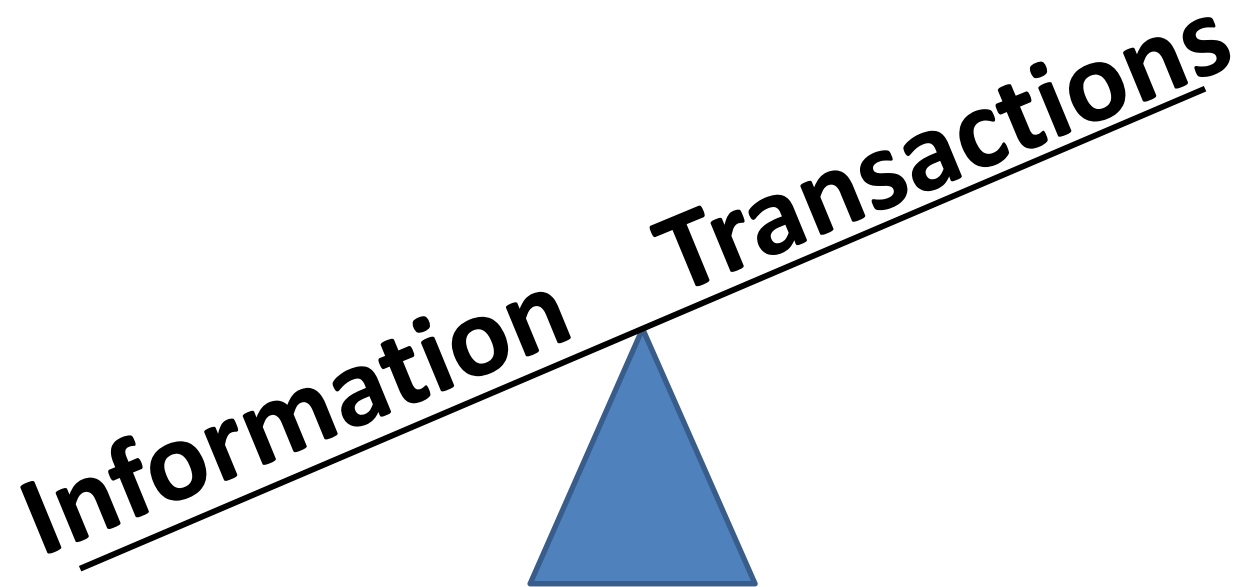
This page contains Adobe PDF documents. If you have problems accessing PDFs you can:

- [Download a PDF viewer](#)
- [use a PDF conversion tool](#)
- [find out more about PDF accessibility](#)

Privacy Policy Last updated on 11/8/2010



**Information** **Transactions**

A diagram illustrating a balance between 'Information' and 'Transactions'. A horizontal line is tilted upwards from left to right. A blue triangle is positioned at the center of this line, acting as a fulcrum. The word 'Information' is written in bold black text on the left side of the line, and the word 'Transactions' is written in bold black text on the right side. Both words are underlined.

**Staff are not customers**

**Twice as likely to use a-z**

**96% of site searches for  
“Google” came from staff**

# Gerry McGovern did:

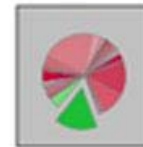
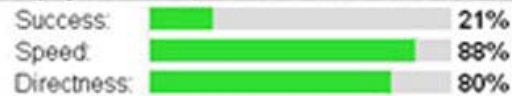
- Data gathering
- Rationalisation
- Survey
- High level list of Top Tasks

# and we...

- Broke down tasks
- Drafted IA
- Tested 40 tasks against old and draft

1  
VERY POOR

3 Get a large item collected (e.g wardrobe)



9  
VERY GOOD

3 Get a large item collected (e.g wardrobe)



# Learn

# No demand for

# shiny shiny

people 'do' and leave

Let's **fix the basics** in  
order to **give customers**  
**what they want**

The **content model**  
is part of **the problem**

## Rationalise

- Customer demand
- Task focus
- Contact methods

## Segment

- Policy / strategy / performance
- Service
- Business

## Change model

- Web Team own web / UX
- Business owns service (not content / IA)

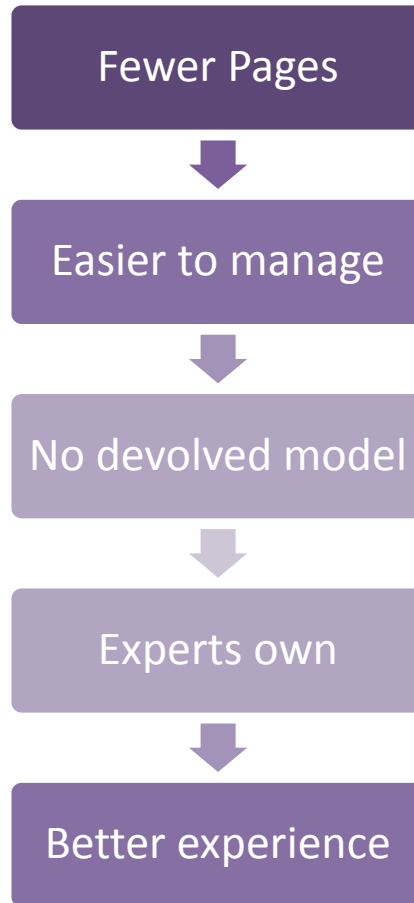
## Enable continuous improvement

- Better data
- Easier to find problems
- Easier to fix
- Better platform

# Or

- Tasks – not fluff
- Devolving does not work (for us)
- Get rid of stuff no one cares about
- Don't blend service with policy
- Make it simpler

# Make it simpler



# Plus the usual **stuff**\*

- GVL
- Page Priority
- Wireframes
- HTML / CSS
- CMS templates
- Testing etc..

\*We care - our customers don't

# Do

Resident

Business

About the Council

Enter Search Text

Leisure, parks & events

Libraries & archives

Council tax

Bins & recycling

Schools & learning

Parking, roads & travel

Planning

More ▾

Lifestyles: Leisure facilities

## Lifestyles

Get fit, healthy and active at your local Lifestyles centre.

Jump to:



Join Lifestyles



Find an activity



Everything else

Libraries: Your library

Bins: Your collection dates

Report it: Faults

My Neighbourhood

### News



31/03/2011

[Young people corner the creative market](#)  
Liverpool's biggest '08 community arts legacy project is back – and for the first time young people will be playing a starring

## Straight to...

### Leisure, Parks and Events >

[Leisure facilities](#) | [Events](#) | [Parks & greenspaces](#) | [Markets](#) | [Tourists](#) | [View all...](#)

### Bins & Recycling >

[Bin collection dates](#) | [Bulk item collection](#) | [What goes in bin](#) | [Rubbish tips](#) | [Report an issue](#)

### Libraries and Archives >

[Find a library](#) | [Search for books](#) | [Archives & history](#) | [Kids stuff](#) | [Clubs & groups](#) | [View all...](#)

### Schools and Learning >

[Find a school](#) | [Term dates](#) | [Admissions](#) | [Early years and childcare](#) | [Adult learning](#) | [View all...](#)

### Council Tax >

[Pay it](#) | [Discounts & exemptions](#) | [How much?](#) | [Problems paying?](#) | [View all...](#)

### Parking, Roads & Travel >

[Parking and permits](#) | [Roadworks](#) | [Public transport](#) | [Report a problem](#) | [View all...](#)

## More...

- [Jobs and training >](#)
- [Planning >](#)
- [Benefits & grants >](#)
- [Births, marriages, deaths >](#)
- [Crime & emergencies >](#)
- [Health & social care >](#)
- [Housing >](#)
- [Pests, Pollution & Food Hygiene >](#)

a to z of services

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

- [privacy policy](#)
- [sitemap](#)
- [contact](#)
- [news](#)

- [help](#)
- [twitter](#)
- [feeds](#)

## Bins and recycling

From bins and bulky item collections to recycling services, find what you need from our rubbish and recycling service.

### Straight to...



#### Find bin collection dates

Find out your next bin collection date.



#### Request a bulky item collection

Bulky Bob's can collect your unwanted household items.



#### What goes in my bins?

Find out what you should be using your purple, blue and green bins for.



#### Find a recycling centre or tip

You can dispose of large household items at your nearest recycling centre.



#### Compost bins

How to buy a compost bin and what to put in it.



#### Report a problem

If you need a new or replacement bin or your bin hasn't been emptied, report it.

### a to z of services

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

- privacy policy
- sitemap
- contact
- news

## Find a centre

Jump to:

Liverpool Aquatics Centre

Go

### Top centres

Liverpool Aquatics Centre

Garston

Peter Lloyd

### Other centres

Alsop

Austin Rawlinson

Cardinal Heenan

Croxteth

Ellergreen

Everton Park

Millennium

Park Road

Toxteth

Walton

Tennis Centre

Wavertree Athletics Centre

Wavertree Sports Park

Woolton Swimming Pool

## Search

You have searched for dog shit

### Report dog issues

Report issues with dog fouling, dead dogs, stray dogs or nuisance barking

<http://www.liverpool.gov.uk/pests-pollution-and-food-hygiene/dog-issues/>

Featured

Find a library

Search, order & renew

Local & family history

For kids

Book clubs & reading groups

Learn in libraries

View all...

Search for a book  
See what we have and where it is



Audio books  
Download free audio books



Join a library  
It's easy to join online



# Measuring **contact**

Area	Emails sent	Phone calls	% who email	% who phone (or abandon)	% who contact as a % of traffic
Lifestyles	180	3864	4.5%	95.5%	4.90%
<b>Libraries</b>	<b>136</b>	<b>925</b>	<b>12.8%</b>	<b>87.2</b>	<b>4.13%</b>
Council tax	174	1737	9.1	90.9	11.28
Ctax and housing benefit	136	518	20.8	79.2	9.55
Planning and building	62	355	14.9	85.1	2.93

This is dummy data, but these metrics are measured

# results?

- Lowest monthly call volumes\*
  - Need 6 months to be sure
- Online reporting up 400%
- 4 complaints (customers)
- Lots of complaints (staff)

\* If we don't count Christmas, which we don't,

**We have a 'why'**

# tips

If you **want** to do this

**Ask questions**  
**no assumptions**

# Get evidence

# Have a clear **message**

**Don't chase badges**

**Do chase customers**

**Accept** **you will fail**

a bit

**Be prepared to fight**

a lot

# Ask yourself **questions**

- Do we need a CMS ?
- Do we need enterprise CMS?
- Do customers need 15,000 pages?
- Is our supplier adding value?
- Why can't we own the site?
- **Can we get evidence?**
- **Will anyone listen?**
- **How do we deliver the message?**

# Take Top Tasks beyond the homepage (and the site)

# Thanks

(If you want, we can help)

[www.idlwebservices.co.uk](http://www.idlwebservices.co.uk)

@conormoody

@kevinjump