CWOP/30/11

Policy & Scrutiny Committee   Community and Older People

Date   14th July 2011

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The development of an information portal was raised during the discussion on the Target Operating Model and Transformation Proposals item on 10 February 2011 (Paper CWOP/05/11 – Minute 13/11 refers).

Purpose of Report

To explain how the Web Content Team will migrate the content from the Putting Essex People First Information Gateway to the main Essex website

General Background

The Microsite Policy states:

> "Essex County Council has made the decision … to rigorously assess those (microsites) already in existence. The ultimate aim is to enhance communication with the public by making our information accessible from one definitive source. This source will be the main Essex County Council website."

The Putting Essex People First Information Gateway is a microsite and therefore the aim is to migrate it's content to the main website. This will bring significant advantages such as making it available to a wider audience and making it's content searchable from the main website.

Proposal

Following several productive meetings working together to identify the best ways in which the website can provide our customers with the information they need, we agreed that the aim of the gateway's content was to provide:

- a single point of reference for adult social care links
- access to tools for a better quality of life

It is hoped that this will act as a self-service tool and could reduce avoidable contact.

We agreed that the best location for this information would be on the main website, as it will increase the potential audience, provide a more robust environment, identify broken links automatically, make the content searchable, as well as bringing the look and feel in-line with corporate branding.

We identified the audience for this information as:

- People with personal budgets;
- Self funders;
- Family members and Carers;
- Organisations.

We agreed that the 'Easy Guide to Services' provides the best way for customers to access the information as it contains all the relevant information through an approved and accessible interface. The proposal is to migrate the gateway content to the main website, retaining the vast majority of the content.

As content is migrated it will be checked to see if the information is:

- Current and correct;
- Relevant to the intended audience.

Information that is incorrect will be corrected, if that is appropriate, or deleted. Information that is not relevant to the audience will be removed.

All changes will be jointly agreed by the Web Content Team and ASC.

All links will be checked in line with the [Third Party Linking Policy](#).

Summary of policy:
- listing and linking to external websites is always a recommendation and never an endorsement;
- websites linked to must be reputable with accurate, appropriate content, consistent navigation, a clear aim and high relevance to a particular audience;
- we will always seek to link directly to specific pages on a website, not just to its homepage;
- when linking to websites, the professional reputation and authority of the recommendation must be considered;
- content on websites must not be illegal or offensive;
- websites should not offer un-moderated forum or chat rooms.

Clearly the criteria for both information and links are subjective. This is why all changes will be jointly agreed by the Web Content Team and ASC.

Key Issues

The key issues therefore are the quality and accuracy of the gateway's information and links. There may also be some design considerations with regard to the layout of information within the constraints of the main websites' layout.


Plan and Timeline

Order	Item	Target date
1	Make the link to the Portal more prominent on the Care for Adults page on the main website Link	Completed
2	Recreate the page from the portal on the main website. The first phase of this will use the pictures from the portal on the main website but still link to the portal pages.	Completed
3	Create a new 'People with Disabilities' page which, initially, will use content from the portal, including 'Right to Control'	8th July
4	Add a link on the home page 'People with disabilities' which will link to the Easy Guide	8th July
5	Move the content for the Easy Guide from the Portal to the main website	29th July
6	Redirect www.essex.gov.uk/portal to the Easy Guide page of the main website.	29th July
7	Close the portal (keeping a copy of all files for reference)	31st August
8	Investigate the use of the 'Mini Self-Assessment' as a tool to help customers and reduce avoidable contact	TBC

Comparison Screenshots

Current Putting Essex People First Information Gateway Easy Guide
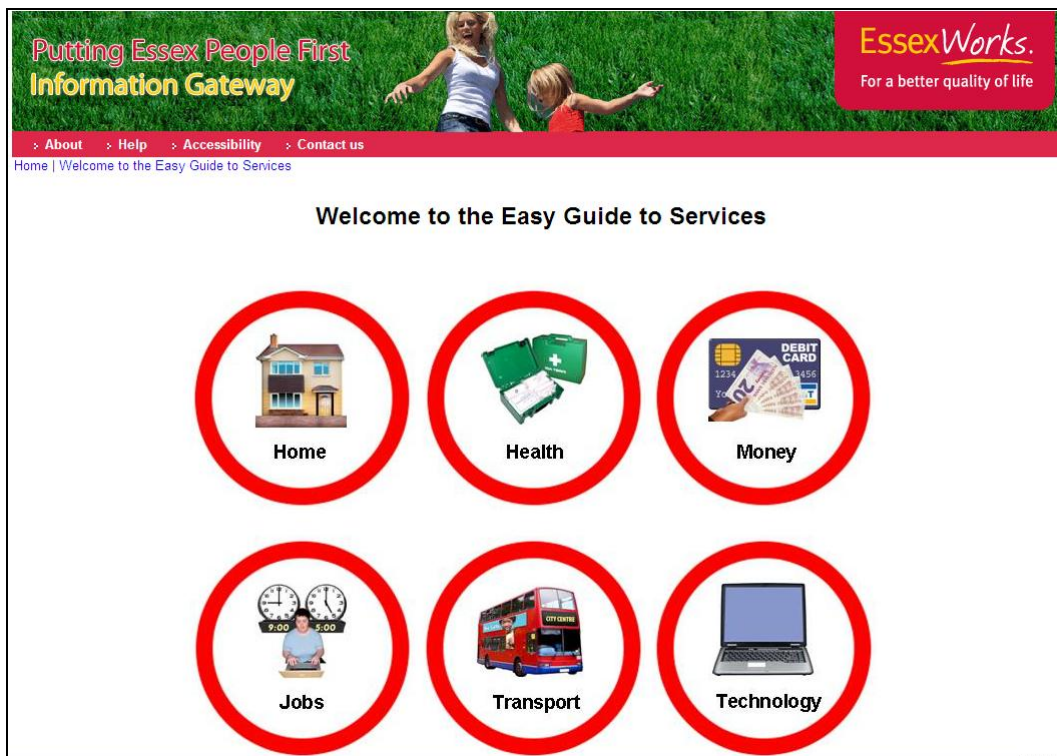
Easy Guide to Services on the main Website
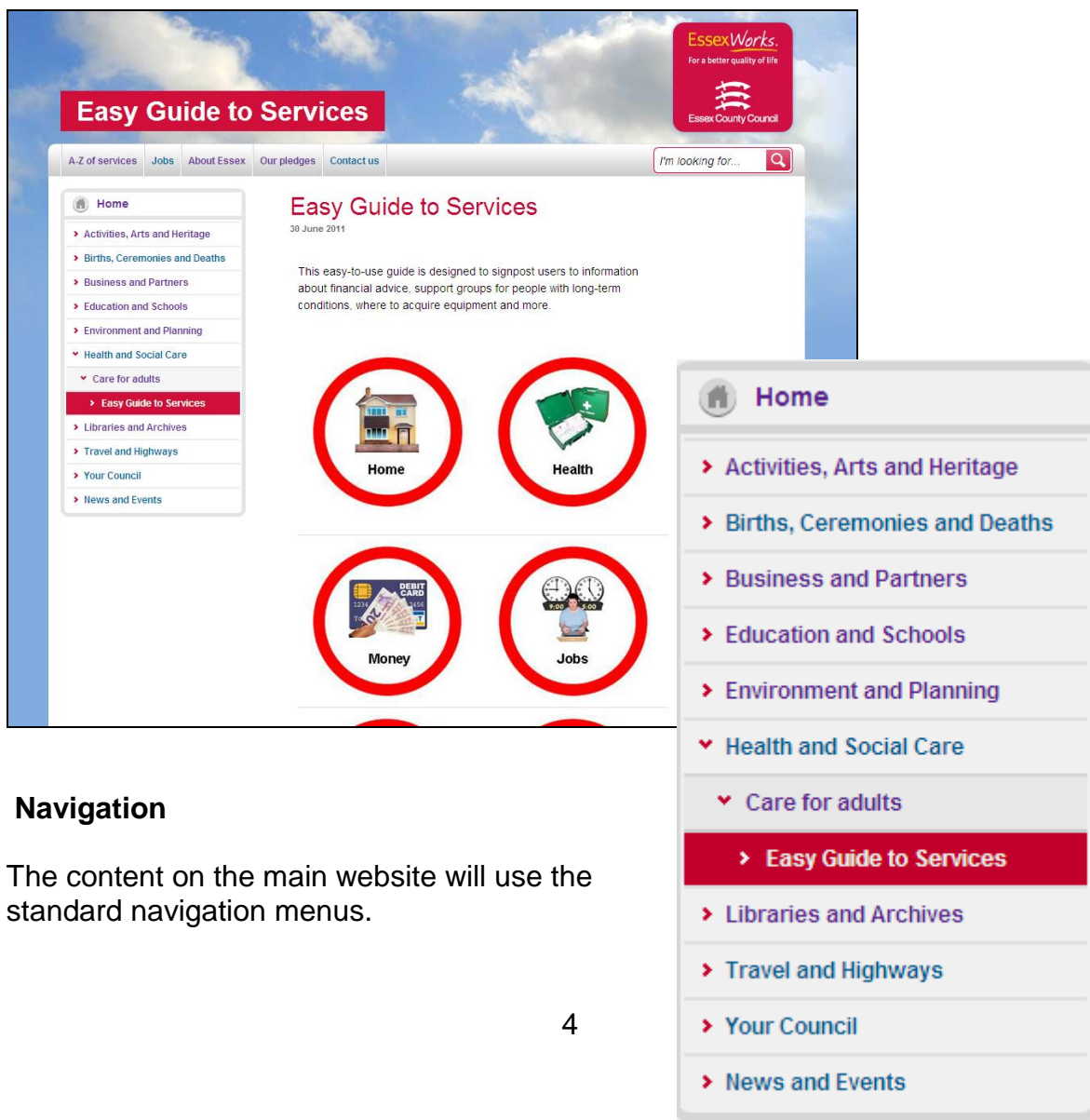
Navigation

The content on the main website will use the standard navigation menus.

All of the gateway's content will be found under:

- Health and Social Care
  - Care for adults

Similar to the example on the right.

In addition a link on the home page will be added: 'People with disabilities' which will link to the Easy Guide to Services.