

EAST SUFFOLK BUSINESS PLAN 2015 - 2023



CASE STUDY

FINANCIAL SELF-SUFFICIENCY - ENABLING COMMUNITIES

EAST SUFFOLK WEBSITE

Our Business Plan sets out a vision where the Councils can become financially self-sufficient through the provision of more efficient customer services, alternative service delivery methods and the provision of services by digital means wherever possible.

eastsuffolk.gov.uk/east-suffolk-business-plan



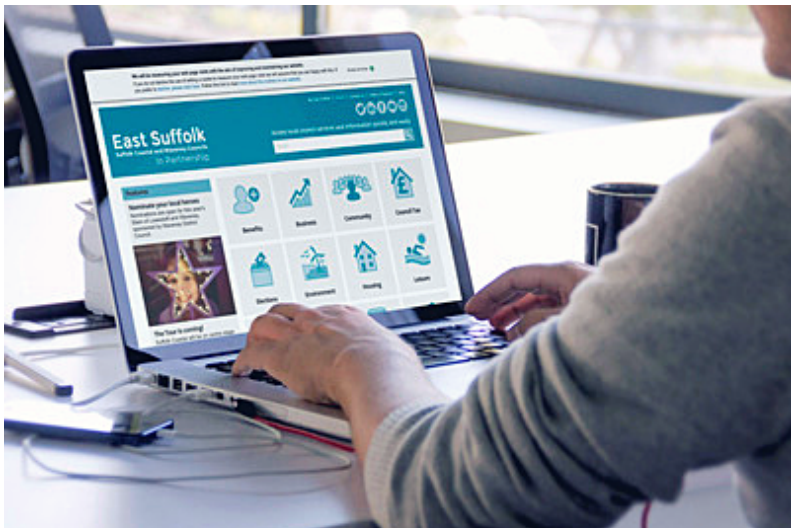
 customerservices@eastsuffolk.gov.uk

 01394 383789 (Suffolk Coastal) / 01502 562111 (Waveney)



Beccles Library, Blyburgate, Beccles
Felixstowe Library, Crescent Road, Felixstowe
Marina Centre, Marina, Lowestoft
Woodbridge Library, New Street, Woodbridge

CREATE AN INNOVATIVE & INTUITIVE COMBINED WEBSITE



WHAT WE DID?

To reflect the partnership of Suffolk Coastal and Waveney District Councils, a new joint website – eastsuffolk.gov.uk - was launched in June 2016.

The new combined website provides news, information and services for both councils and replaced the individual council websites, reflecting the way the Councils deliver services – in partnership – across east Suffolk.

The site, which is compatible with all devices, has a contemporary, responsive design and retains content from the previous sites, consolidating data wherever possible.

The new website provides a single, easily accessible home for information about the Councils' services.

"The creation of a single website for both Councils makes perfect sense and is a logical next step as part of a range of online changes."

- CLLR RAY HERRING
LEADER OF SUFFOLK COASTAL DISTRICT COUNCIL

WHY WE DID IT?

The introduction of the new website responds to a growing trend for customers wishing to access services and engage with organisations online.

The site provides people with access to our services more easily and in a way, and at a time, which is convenient for them. Customers can report issues, apply for services, make payments or simply access information online 24 hours per day, 365 days per year.

Offering online services helps the Councils become more efficient by allowing the removal of some paper processes, which in turn reduces costs. Having a single, more resilient website is also much easier to manage and requires less support and maintenance compared to managing the previous two separate sites. This helps the Councils to become more financially self-sufficient.

46% INCREASE IN ONLINE TRANSACTIONS



2.7 MILLION PAGE VIEWS



MORE FUNCTIONALITY CONTINUALLY BEING ADDED



THE DIFFERENCE THIS MADE?

Since the launch of the new website, customer feedback has been positive. This has been further endorsed by a customer-led mystery shopping exercise which found the site to be 'clear' and 'user-friendly.' Since the website's launch, online transactions have increased by 46% from the previous year, with over 2.7 million page views.

The new website has greatly improved the customer's online experience, with less 'clicks' to navigate to vital services - the aim being three clicks or less wherever possible. Underpinned by a modern platform, customers can now have the confidence to use the online services and find the information they are looking for quickly and easily.

"Really good web site, helped me out with all the information I need, thank you loads." ★★★★★ - T CONWAY
CUSTOMER & WEBSITE USER