

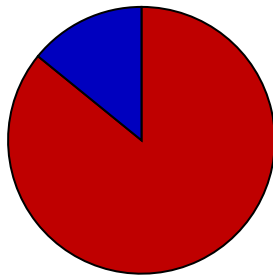
ICELE Web Masters and Communicators Research Survey

Overview

From **2006/10/17** to **2007/10/17**, Delib ran a consultation entitled '*ICELE Web Masters and Communicators Research Survey*'. This report covers the online element of the consultation process, which was run from http://www.citizenspace.com/local/consult/icele_webcomms

Topic 1: Promoting IT solutions

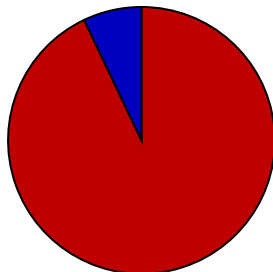
Q1: Do you think take-up of your IT developments is impacted because people are not aware of what they can do online?



■ **Yes: 85%**
■ **No: 14%**
■ **Don't know: 0%**

Option	Value	Percentage
Yes	12	85%
No	2	14%
Don't know	0	0%
Total	14	

Q2: Do you think marketing can help achieve this?



■ **Yes: 92%**
■ **No: 7%**
■ **Don't know: 0%**

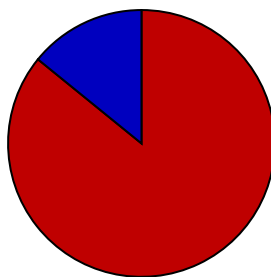
Option	Value	Percentage
Yes	13	92%

No	1	7%
Don't know	0	0%
Total	14	

Q3: If so, how do you promote your developments locally? (e.g. Specific marketing campaigns, council newspapers, council telephony systems, press releases)

There are 11 responses to this question. Please see Appendix A for the text of these responses.

Q4: Do you measure the success of your online tools?



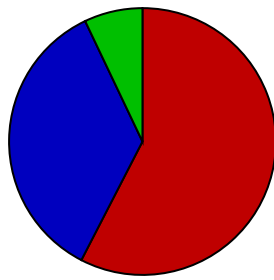
■ **Yes: 85%**
■ **No: 14%**
■ **Don't know: 0%**

Option	Value	Percentage
Yes	12	85%
No	2	14%
Don't know	0	0%
Total	14	

Q5: If so, how do you measure take-up and success of your online tools? (e.g. web stats, focus groups, public panels, take-up of services)

There are 11 responses to this question. Please see Appendix A for the text of these responses.

Q6: Do you get public feedback on your tools and how to improve them?



- Yes: 57%
- No: 35%
- Don't know: 7%

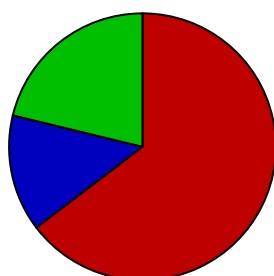
Option	Value	Percentage
Yes	8	57%
No	5	35%
Don't know	1	7%
Total	14	

Q7: How do you get feedback and improve tools?

There are 11 responses to this question. Please see Appendix A for the text of these responses.

Topic 2: Networking and learning

Q1: Would you like to post your own developments/projects on ICELE so other web masters and communicators can give you their views?



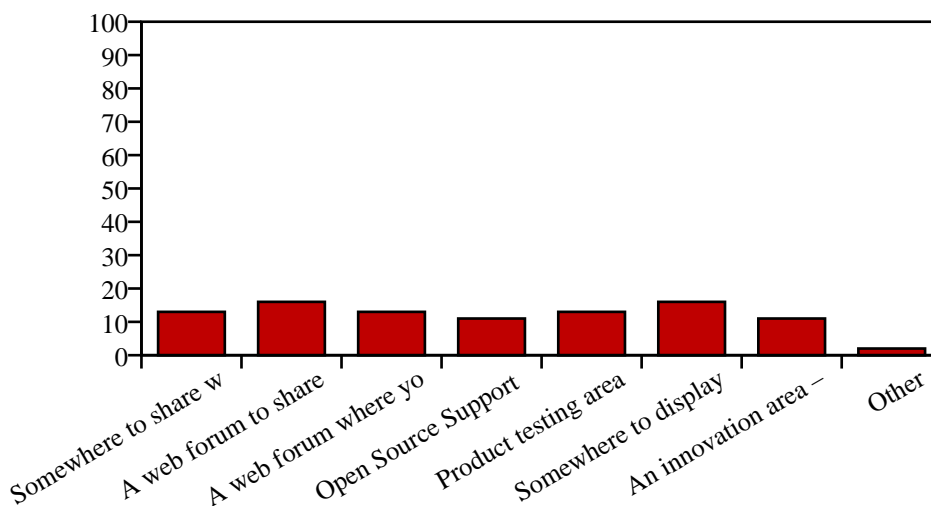
- Yes: 64%
- No: 14%
- Don't know: 21%

Option	Value	Percentage
Yes	9	64%
No	2	14%
Don't know	3	21%
Total	14	

Q2: If other, please state below.

There are 10 responses to this question. Please see Appendix A for the text of these responses.

Q3: Which of the following facilities would you like ICELE to develop on its website? (tick any that apply)



share web marketing campaigns	6
o share ideas and best practice and hints and tips for online developments	7
where you can view and rate other developments and pick up hints and tips	6
upport Network – where you can get advice from the community of ICELE web-master users about products they use and trust and what to avoid	5
area – where you can see other products in action	6
display your intranet pages and share ideas about intranet development	7
area – linked to government targets and how you are going adopt these locally	5
	3
	4

Appendix A

If so, how do you promote your developments locally? (e.g. Specific marketing campaigns, council newspapers, council telephony systems, press releases)

1. Council newspapers (internal and external - to households in the district) and press releases.
2. word of mouth and email list
3. press releases, staff awareness
4. We haven't a specific budget for web marketing or promotion, so the only way to promote our services and web facilities have been through the free channels, i.e. council newspapers, press releases, partnership working, etc
5. eMarketing campaigns, staff briefings and by working on promotional events with partner organisations.
6. Press releases, council newspapers, specific campaigns, A-Z listings
7. Sadly, very little marketing activity takes place. There was some activity around the National takeup campaign. Apart from that, promotion of online services goes little further than put the URL of our website in the council newspaper. Individual services are left to promote their own initiatives with little or no support from central marketing.

If so, how do you measure take-up and success of your online tools? (e.g web stats, focus groups, public panels, take-up of services)

1. Web stats, take-up services. Focus groups (hopefully) coming soon.
2. Web stats
3. simple web stats
4. web stats
5. We use our web stats and the SOCITM website take-up service, also we have some focus groups which are in the communities.
6. web stats and take up of electronic services
7. Web statistics, competition responses for local youth pages
8. Measurement is pretty basic: monthly site usage reports analysing activity levels around particular services/campaigns. Individual services have run their own focus groups and promotion activities where they have sought local citizens' opinions.

How do you get feedback and improve tools?

1. E-mails sent via the website (from the public), comments from members of staff received via various channels (e-mail, during meetings etc).
2. people tell me
3. Focus groups and email
4. We get feedback primarily via our online forms and by phone.
5. Residents' surveys
6. A more accurate answer to the question; 'Do you get public feedback on your tools and how to improve them?' would be 'yes, but not much!' To my

knowledge we haven't actively sought feedback but we do welcome it when given. This is mostly through our website feedback form. Where people have raised issues about the usability of online services we have made changes where possible.

If other, please state below.