

Committee(s)	Dated:
IT Sub – For Information PRED Sub – For Information	14 July 2017 21 September 2017
Subject: Website Update and Action Plan including Memorandum of Understanding between the IT Division and Communications Division	Public
Report of: Director of Communications and IT Director	For Information
Report author: Director of Communications Bob Roberts and IT Director Sean Green	

Summary

At the May meeting of the IT Sub Committee Members expressed concern at the oversight of the website and asked for an outline of the service responsibilities shared by the Director of Communications and IT Director for the website and the intranet.

The document detailing responsibilities is attached at Annex A.

However both the IT Director and the Director of Communications also wanted to take the opportunity to update members on the actions taken and being planned to improve the website.

Recommendation(s)

Members are asked to:

- Note the report.

Main Report

Background

1. Responsibility for the management of the Publishing Team which includes staff running the City Corporation's website and intranet was given to the Director of Communications from the retiring Deputy Town Clerk on October 1st 2016.

Current Position

2. A short review found there was widespread dissatisfaction with the website launched in 2012 which is now showing its age.

3. A number of actions have already been taken and more are planned. They are:
 - A new editorial policy was introduced in March 2017 to ensure there was strong editorial governance to improve the experience of people who use our websites and digital platforms and allow us to use plain English as standard.
 - In March 2017 consultants were appointed to advise on the state of the website and how to improve user experience. The consultants are expected to report at the end of June.
 - In June 2017 a new policy was introduced detailing permissions needed if City of London Corporation institutions wanted to set up their own website separate from the City Corporation website to end the confusion about when standalone websites were allowed.
 - In September 2017 the IT and website teams plan to reintroduce a default 12 month expiry system to ensure all pages – and the metadata which optimises search results – are reviewed once a year or are removed from the website. This would be backed up by a message from the Director of Communications to ensure web page editors must update pages.
 - In September 2017 we will review the 100 most-popular pages of content to ensure all information and metadata is up to date. Already, the top 250 pages are tested every week for function/links, email links, accessibility, code quality, SEO and metadata, performance and spelling.
4. Members should also be aware that the system which is used to manage the content of our website (Sharepoint) will not be supported by Microsoft from 2020. A new content management system will have to be found. This has implications for both the Member section of the website and the search engine which both still cause concern for Members and users.
5. On Member content, this is hosted by a third-party site. If Members wished to incorporate this information in a new section on our website we should be aware this would be an expensive (circa £100,000), major project and also against agreed IT policy that we should not duplicate functions provided by other sites. It would also only be a solution until 2020 when our content management system will have to be changed.
6. On the search engine and its functionality it is recognised this remains an issue and performs badly compared to Google search. However Google Search cannot be installed on our own website as it would mean allowing Google access to our systems posing a security risk. A new search system could be designed and installed however this would be an expensive option again bearing in mind it would only last until 2020. If Members wished the search function could be removed.

7. A report on future options for the website will be brought to Members after the consultants have completed their report. It is expected to examine whether it is cost-effective or necessary to start the process of redesigning or relaunching the website bearing in mind the need for efficiency savings and other priorities of the City of London Corporation.

Conclusion

Members note the Action Plan and the outline of the service responsibilities shared by the Director of Communications and IT Director

Appendices

1. Outline of the service responsibilities shared by the Director of Communications and IT Director

Bob Roberts and Sean Green
Director of Communications and IT Director

T: 020 7332 1111

E: bob.roberts@cityoflondon.gov.uk

T: 020 7332 3430

E: sean.green@cityoflondon.gov.uk

Appendix A Outline of the service responsibilities shared by the Director of Communications and IT Director

1 Purpose

The purpose of this Memorandum of Understanding (MoU) between the IT Division and Communications Team is to define the standards required for support and management of the corporate website including the split of responsibilities between the IT Division

2 Roles and Responsibilities

2.1 Communications Team

The Communications Team are responsible for content on the main website, e.g. text, images, PDFs. This excludes: Member content; Jobs; transactions, (i.e. report, pay, apply forms; online shop and GIS mapping). News releases are updated separately by the Media Office.

The Communications Team also manage website statistics using Google Analytics. Additionally, they also have responsibility to ensure that content is accessibility compliant, that plain English is used throughout and that the focus is on the user.

The Director of Communications has overall responsibility for the content and design of all the City Corporation's websites and digital platforms.

The Communications Team should oversee and regulate all digital output as the office has ultimate responsibility for all communication originating from the City Corporation. This covers all digital assets including the intranet, apps and social media.

2.2 IT Technical Web Team

The technical support staff supporting the corporate website are from the Agilisys Shared SharePoint services team. This team comprises of SharePoint Administrators, Developers and Architects.

SQL Data Base Administration support is provided by the Agilisys Shared Database Services Team. Infrastructure support is provided by the Agilisys Infrastructure services.

Application Support & Maintenance		Corporate IT
1. Investigating SharePoint software issues reported to the Service Desk and liaising with Microsoft where necessary for resolution.		X
2. Installing cumulative updates and Service Packs for SharePoint solutions and 3rd party software on SharePoint Servers when required		X

Application Support & Maintenance	Corporate IT
3. Carrying out bug fixes across agreed SharePoint solutions as per agreed incident priorities and SLAs in Schedule 2.2	X

Application Administration	Corporate IT
1. Administration of SharePoint service applications	X
2. Performing Service Request & Change Management	X
3. Performing Incident and Problem Management in alignment with Schedule 2.1	X
4. Conducting troubleshooting, technical investigations and root cause analysis into defects/ performance issues with SharePoint solutions	X
5. Undertaking the following monitoring activities <ul style="list-style-type: none"> • Conducting weekly SharePoint log monitoring • Regular monitoring of application availability • Management of application storage • SharePoint database status monitoring • Search crawl log monitoring Timer Job status monitoring 	X

Application Development and Management	Corporate IT
1. Technical management of SharePoint sites across SharePoint instances	X
2. Management of SharePoint services on servers/ Office 365 tenancies	X

3. Managing SharePoint Server Farm features	X
4. Understanding and documenting application architecture and functionality for SharePoint solutions	X
5. Supporting enforcement of established SharePoint governance	X
6. Supporting the development of SharePoint roadmaps which align to organisational goals and business priorities	X
7. Developing BAU feature enhancements for existing SharePoint solutions. Note. If required, enhancements over 5 days of effort will be a project in accordance with clause 11.	X
8. Supporting the continued rationalisation of SharePoint platforms to ensure standardisation and optimising supportability Note. Subject to requirement, rationalisation work will be a project in accordance with clause 11.	X
9. Designing SharePoint solutions based on established patterns and best practices focusing on User Adoption and Governance	X
10. Management and maintenance of development roadmaps across all SharePoint solutions, including documentation of requirements, bug fixes and feature requests	X
11. Providing SharePoint technical development support capability across all versions of SharePoint including C#, PowerShell, HTML, CSS, jQuery, CSOM	X
12. Provision of consultancy, advice and guidance during the build-up to one major migration of each SharePoint instance, up to a maximum of 5 days per instance.	X

3 Service Levels Applicable

3.1 Communications Team

- Submitted content should be approved within 24 hours.
- Content will be updated at least every 12 months by content owners

IT Technical Web Team

The SLA's align to the normal contractual SLA's reported monthly to IT Sub-Committee Members.

- Priority 1 incidents resolved in 2 hours
- Priority 2 incidents resolved in 6 hours
- Priority 3 incidents resolved in 8 hours

Agreed By:

_____ Date:
(Bob Roberts – Director of
Communications)

_____ Date:
(Sean Green – IT Director)