

# socitm insight

Learning from  
*Better connected 2009*

Towards a new strategic approach  
to local government websites:  
the Scottish edition

**A one day conference**

Tuesday 13 October 2009

Edinburgh International Conference Centre

# Learning from *Better connected* 2009

## Towards a new strategic approach to local government websites: the Scottish edition

Tuesday 13 October 2009, Edinburgh International Conference Centre

This event will review the findings of *Better connected 2009* and discuss their significance against the backdrop of the rapidly changing landscape for local government on the web. The programme is similar to that of the extremely successful *Learning from Better connected* event held in Birmingham in May, but has a distinctly Scottish flavour. *Better connected 2009* highlighted the fact that the economic recession, which now looks certain to be protracted, means all public sector organisations need to think hard about how they can meet relentlessly increasing demand (think housing, benefits, education and social care) with at best static, and most likely declining, resources. Developing self-service should be high up every local council's strategic plan and that must mean major changes for most councils in the way the website is directed and managed.

The event is being run in parallel with Socitm's annual conference, being held in Edinburgh this year. There will be an opportunity to 'mix and match' attendance at this event with Socitm 2009 – further details appear overleaf.



## Who should attend

- Web managers
- ICT managers with responsibility for the web
- Customer service managers
- Corporate communications managers
- Corporate and service transformation managers
- E-communication and e-service managers

## Chair and speakers

**Mike McLean** is Acting Head of Knowledge Management at the Improvement Service. **Sally Kerr** is Council Websites Manager, The City of Edinburgh Council and chair of the Scottish Webteams Forum. **Martin Greenwood** is author of the *Better connected* report and also Programme Director for *Socitm Insight*, which among other things runs the *Website take-up* and *Channel value benchmarking* services. **John Fox** is a former local authority website manager and most recently worked at the Western Isles Council. **Roger Abbott** is Web and Publishing Team Leader at South Tyneside Council and has managed the council's website and intranet since 2002. **Alison Stoddart**, Acting Library Development Officer (Information) at The City of Edinburgh Council, is leading social media and other e-initiatives for Edinburgh's Libraries. **Stewart McCall**, Senior Systems Analyst for Web and GIS is responsible for the website and GIS at South Ayrshire Council.

## Why attend

This event will support thinking about the future development of your council's website, with specific reference to learning from the *Better connected 2009* report. There will be discussion around the big issues – is your website positioned in the right place strategically within your organisation – and an opportunity to measure your plans against the blueprint for website development set out in the report.

We will also focus in on specific areas where the survey reveals that most councils 'could do better', including use of location, widening access to devices other than PCs, deployment of web 2.0 facilities, and accessibility. And we will discuss why (as *Website take-up service* data tells us) up to a third of website visits fail and whether councils yet realise the opportunity (and appreciate the challenges) of using Web 2.0 to take engagement with local people to a completely new level.

You will be able to hear case studies from high performing councils about how they did it, and look ahead to *Better connected 2010* – when self-service and task management are likely to feature more strongly in the assessment than ever before.

Finally, we will explain why and how the *Better connected* ranking system and criteria will change in the 2010 report.

## Programme

### Co-chairs

**Mike McLean**, Improvement Service  
**Sally Kerr**, Scottish Webteams Forum

- 09.00 Registration and Socitm 2009 exhibition
- 09.15 (optional - see note below on Socitm 2009)  
**Elma Murray**, Chief Executive North Ayrshire Council, (Keynote speaker, Socitm 2009 programme)
- 10.10 Chair's opening remarks
- 10.15 *The future role of council websites and the Better connected blueprint.*  
**Martin Greenwood**, Socitm *Insight* Programme Director
- 10.45 *What are the key trends emerging from Better connected 2009?*  
**John Fox**, BC2009 reviewer
- 11.15 Refreshments and Socitm 2009 exhibition
- 11.45 *How did we do it: case studies from two high-ranking websites*  
Case study 1:  
**Roger Abbott**, South Tyneside MBC  
Case study 2:  
Speaker tbc, South Lanarkshire Council
- 12.45 Lunch and Socitm 2009 exhibition
- 13.30 (optional) Web professionals meeting\*
- 14.00 *Location, location, location – 'Find my nearest' and GIS:* **John Fox**, *Better connected* reviewer and **Stewart McCall**, South Ayrshire Council
- 14.45 *Web 2.0 – developing the right approach:*  
**Sally Kerr** and **Alison Stoddart**, The City of Edinburgh Council
- 15.15 Refreshments
- 15.30 *Proposals for Better connected 2010 and beyond* followed by Q and A session
- 16.15 Close

## What it costs

£215 + VAT Socitm members, delegates from Socitm *Insight* subscriber organisations and third sector organisations

£135 + VAT For second and subsequent colleagues from Socitm *Insight* organisations only

£250 + VAT for all other delegates

## How to book

Book your place at [www.socitm.net/socitm/events](http://www.socitm.net/socitm/events)

There are a limited number of places available. Please book early to avoid disappointment.

## Socitm 2009

The event is being run in parallel with Socitm's annual conference, being held in Edinburgh this year. There will be an opportunity to 'mix and match' attendance at this event with sessions from the Socitm 2009 programme, eg. Elma Murray's session at 09.15. Further information on Socitm 2009 is at [www.socitm.net/socitm/Events/Annual+Conference/Socitm+2009/](http://www.socitm.net/socitm/Events/Annual+Conference/Socitm+2009/)

## Venue

Edinburgh International Conference Centre is right in the centre of Edinburgh. The main entrance is on Morrison Street. For maps and directions input EH3 8EE for the destination postcode.

## Enquiries

Vicky Sargent or Rob Adams on 0845 094 5641 or [vicky.sargent@socitm.net](mailto:vicky.sargent@socitm.net) or [rob.adams@socitm.net](mailto:rob.adams@socitm.net)

## \*Web professionals' lunchtime meeting

Socitm has recently launched a web professionals interest group with the purpose of developing a skills framework, training opportunities, networking and other activity for people involved in any aspect of web management and development. The meeting at lunchtime is for anyone interested in hearing about, and contributing to, this group.

## Web improvement and usage community

Socitm Insight has set up the Web improvement and usage community within the IDeA's Communities of Interest platform. The Community has attracted a large and active membership since its launch on March 2, and is generating lots of ideas, discussion, documents, links to useful content, and networking opportunities. You can join it at [www.communities.idea.gov.uk](http://www.communities.idea.gov.uk)



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