

Improvement Service Website “user” views: Summary of survey findings and usage analysis

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1. Introduction

The Improvement Service website was launched as an interim site in April 2006. Its purpose is to provide information about the Improvement Service and its work programmes; to provide information about, and links to, activities relevant to the Scottish Local Government improvement agenda and; to provide a platform for “improvement” communities to share knowledge and learn from each other. Following a year of existence, in March 2007 the Improvement Service distributed a survey to explore why users use the website, the value of the site and how the site can be improved. The survey was undertaken to inform the re-development of the Improvement Service website. The survey “base” was quite a small number of people (528) and the response rate was only 23% - so the results are likely to be indicative rather than conclusive. They do, however, provide some useful “messages” to take on board during the website redevelopment project.

2. Key findings

- Overall, the majority of respondents (60%) thought the website was either good or excellent. However, a sizeable percentage of respondents (31%) felt the website was only “ok”.
- 50% of respondents felt that website ease of use was good or excellent. However, a sizeable percentage of respondents (38%) felt that ease of use was only “ok”.
- 44% of respondents felt website navigation was ok, with 30% of respondents finding it easy to navigate through the site. However, 16% of respondents found it difficult or very difficult.
- Some respondents particularly liked the range of information available on the website, the site structure and layout, that it was up to date, and the ability to share information with colleagues in other authorities.
- Some respondents particularly considered it difficult to find information on the website, found the website difficult to navigate, disliked the lack of progress report or updates on IS work, felt the site was not user friendly and lacked content.
- The majority of users visited the website 1-3 times a month (52%), though a high percentage of users, (23%), were visiting the website at least once a week.
- Respondents were asked to identify the benefits of being a registered user. The key benefits were receiving the email newsletter (49%), the ability to upload documents (46%) and being able to contact other registered users (38%).
- 36% of respondents felt that the main priority for website development should be adding examples of good practice / case studies, followed by ensuring the existing site is up to date (15%) and expanding the document library (15%)

3. Research approach and methods

The aim of the website evaluation was to explore how the Improvement Service website could be improved in the future. This involved investigating:

- Profile of registered users of the website
- Frequency of website visits
- Reasons for accessing the website
- Usage of different sections of the website
- Suggestions for improvements to the site

The research involved two elements, a survey of registered users of the website and an analysis of website visitor data. Those who had logged on to the site on or after 1st November 2006 were classed as recent users and those who last logged on to the website on or before 31st October 2006 were classed as non-recent users. Out of **562 registered users, 257 were defined as recent users and 305 as non-recent users**. These groups were sent separate but identical surveys, to allow for separate analysis of recent and non-recent users.

Detail on the process and findings of both elements is provided in Annexe A. Some of the survey questions focussed specifically on the “Community” sections of the website and a summary of responses to these is provided in Annexe B.

4. Summary of findings

- Overall, the majority of respondents (60%) thought the website was either good or excellent. However, a sizeable percentage of respondents, 31% felt the website was only “ok”.
- Non-recent users of the website were less likely to rate the website content as good or excellent, 56% compared to 61% of recent users, but were more likely to judge the website as poor, 13% compared to 6% of recent users.
- 50% of respondents felt that website ease of use was good or excellent. However, a sizeable percentage of respondents, 38% felt that ease of use was ok.
- 44% of respondents felt website navigation was ok, with 30% of respondents finding it easy to navigate through the site. However, 16% of respondents found it difficult or very difficult.
- Respondents particularly liked the range of information available on the website, the site structure and layout, that it was up to date, and the ability to share information with colleagues in other authorities.
- Respondents particularly considered it difficult to find information on the website, found the website difficult to navigate, disliked the lack of progress report or updates on IS work, felt the site was not user friendly and lacked content.
- The majority of users visited the website 1-3 times a month (52%) though a high percentage of users (23%), were visiting the website at least once a week.
- The most commonly mentioned reason why respondents visited the Improvement Service website was *to find specific information* (76 respondents), followed by *to keep up to date with developments in Scottish local government* (64 respondents), *to download documents* (54 respondents) and *to find out about good practice* (53 respondents).
- 49% of users felt the website *sometimes* meets their needs and 37% claimed that it *often* meets their needs.
- When asked about how often the front page of the website is updated the most common response was once or twice a week (35%)
- Of those who had used the website search, 47% felt it was *good*, 39% of users felt it was *ok* and 12% considered it to be *poor* or *very poor*.
- 75% of survey respondent had used the document library and of these 81% found it easy to use.

- 57% of survey respondents had used the discussion zone, of these 60% found the discussions in the zone useful or of interest.
- 82% of those who had visited the discussion zone did not contribute to discussions, 47% of those who had not contributed to discussions explained that other work pressures explained their lack of contribution, 33% felt they had nothing to contribute and 24% of respondents felt there were no discussions of interest.
- 37% of respondents said they would like to see additional topics included on the website, of these the majority of respondents wanted to add additional information to existing topics
- Users also recommended a range of additional topics, usually areas of local government responsibility such as housing, planning, social care, education.
- 65% of respondents receive the IS email newsletter. Of those that receive the IS email newsletter 64% felt the content was good or excellent, 50% felt the style and format was good or excellent and 51% felt topic coverage was good or excellent.
- 49% of respondents felt the newsletter should be circulated monthly, however, over a quarter feel the newsletter should be circulated fortnightly.
- 56% of survey respondents had visited one of the community sites, Community Planning was the site most visited by survey respondents (33%), and Health improvement and the Scottish council equalities network were the least visited by survey respondents, 8% of all survey respondents had visited these sites.
- Respondents were asked to identify the benefits of being a registered user. The key benefits were receiving the email newsletter (49%), the ability to upload documents (46%) and being able to contact other registered users (38%).
- 36% of respondents felt that the main priority for website development should be adding examples of good practice / case studies, followed by ensuring the existing site is up to date (15%) and expanding the document library (15%).

5. Next Steps

The survey, although based on what is probably a small proportion of the actual users of the site, has provided some valuable insight into how the Improvement Service website is being used and how it could be improved. Clear messages coming through indicate that there is a great appetite for:

- More up-to-date information about the Improvement Service and its programmes of work and projects
- Use of the site to support greater sharing across organisations of lessons learnt from projects
- More information about what Councils and other organisations are doing to promote efficient government and good practice – guidance, toolkits, case studies
- More and better application of various actual and potential functions – help, search, alerts, discussion, linkages, user-generated content

The Improvement Service Knowledge Management team will take these findings into account as it undertakes improvements to and redevelopment of the website.

Details on research approach and findings

RESEARCH APPROACH

Website Survey

The website survey was distributed by email to 562 registered users of the Improvement Service website (i.e. all registered users who were not members of IS staff). These registered users were divided into two groups, those who had logged onto the website recently and those who had not logged on for some time. Those who had logged on to the site on or after 1st November 2006 were classed as recent users and those who last logged on to the website on or before 31st October 2006 were classed as non-recent users. 257 registered users were defined as recent users and 305 as non-recent users. These groups were sent separate but identical surveys, to allow for separate analysis of recent and non-recent users. The division between these groups is arbitrary but was chosen to divide the registered users roughly in half. Dividing respondents into two groups should allow for a comparison between the views of those who have used the site recently and those who have not used it for a while; if these two groups have different opinions this may help to identify which factors are encouraging or discouraging website use. However, there are problems with this approach, for instance, respondents may have used the website without logging on, which would not be identified by the system and so would affect the results.

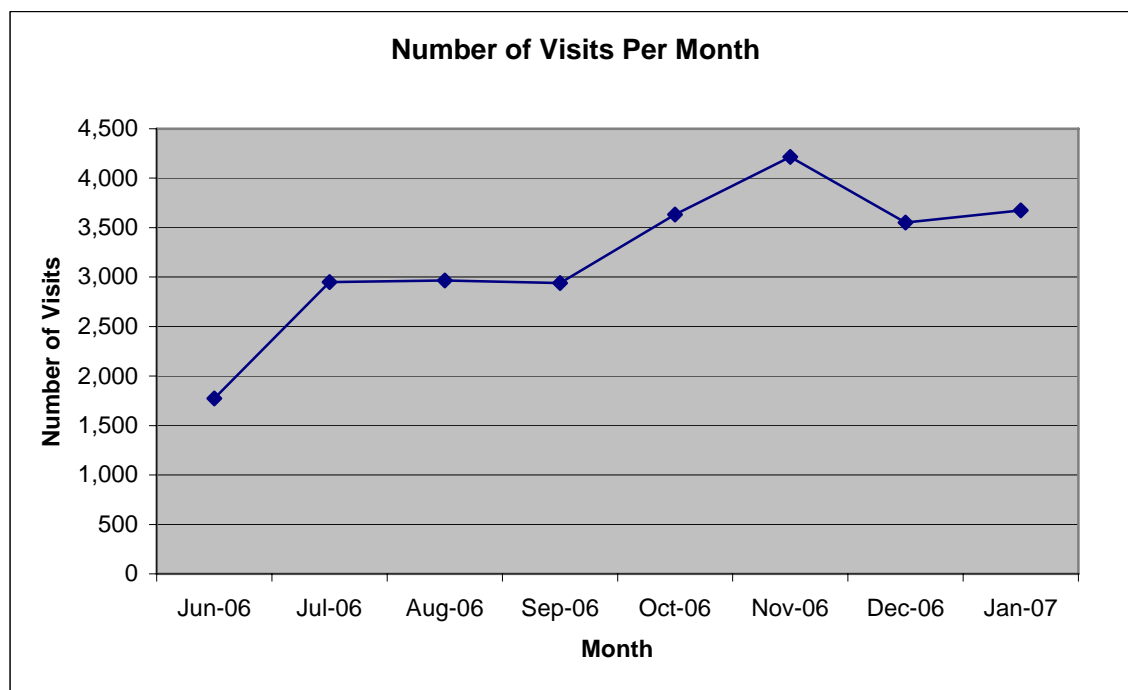
Data Analysis

To accompany, and to inform the development of, the website survey an analysis of website visitor data was conducted. The data analysed was provided by google analytics and was based on visits to the Improvement Service website between 5 June 2006 – 29 January 2007.

FINDINGS

Visitor profile

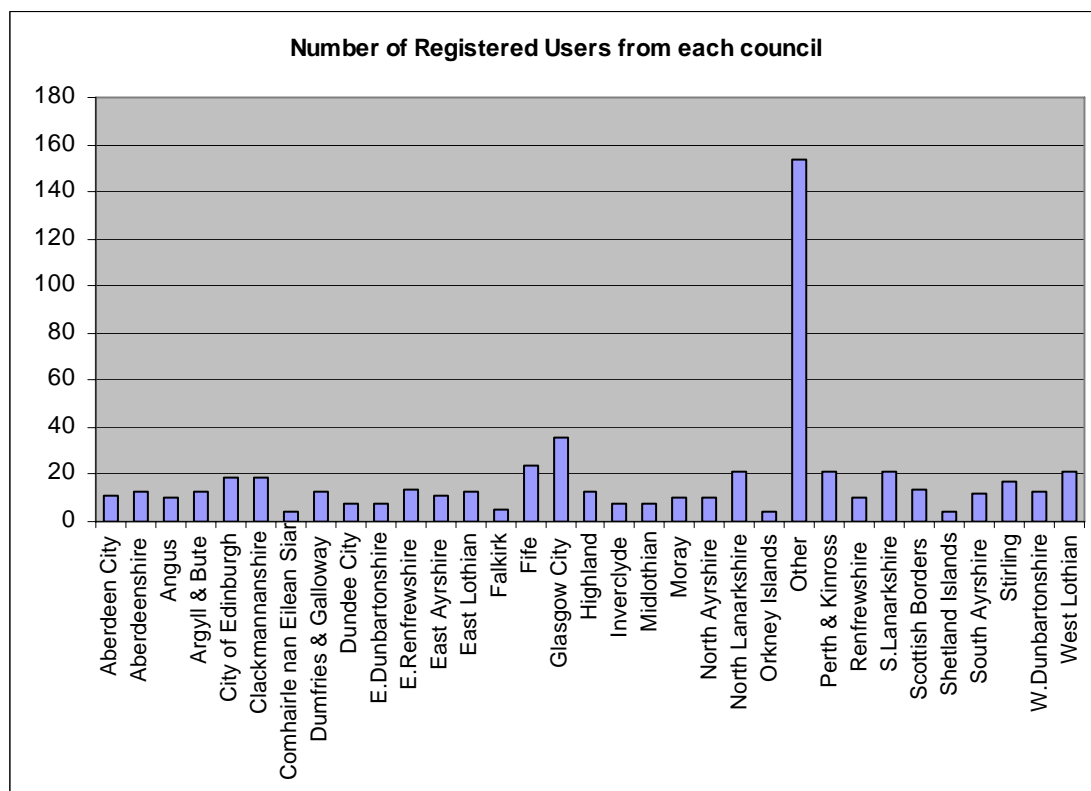
Between 5 June 2006 – 29 January 2007 there were 25,705 visits to the Improvement Service website, an average of 3213 visits per month. The number of visits to the site peaked in November, with a slight decline in visitor numbers over the Christmas holiday period.



*A visit is recorded each time someone accesses the IS website

Just over half of all visitors are returning visitors (55%), whilst over this eight month period 11,584 new visitors were recorded. Whether visitors are recorded as new or returning visitors is based on the ISP address used to access the website, meaning that the same individual accessing the site from different computers will not be recorded as a returning visitor. Around 20,000 pages were viewed each month.

Of these visitors to the website, 582 are registered as users of the site. 428 registered users are from Scottish councils, and every Scottish Council has at least 4 registered users. The chart below shows the number of registered users from each council. Glasgow City Council has the most registered users (36), followed by Fife (24), and North Lanarkshire, Perth and Kinross, South Lanarkshire and West Lothian (who all have 21 registered users).



Survey respondents

When the survey was distributed via email, 34 emails were returned as undeliverable or an out of office response was received informing us that the person had left their post (recipients were not asked to forward the survey to an appropriate colleague if they could not be of assistance). Of those who received the email and were in post, a total of 528 registered users, 119 responses were received, a response rate of 23%. The response rate differed between recent and non-recent users of the website. 73 recent users responded to the survey, a response rate of 30%, and 46 non-recent users responded, a 16% response rate.

The majority of survey respondents, 76%, worked in a council, with a further 13% from other public sector organisations.

Table 1: Respondent's place of employment

Type of Organisation	Response	Percentage
Council	91	76%
Other public sector	16	13%
Voluntary / Charity	1	1%
Private sector	8	7%
Other, please specify	3	3%
Total	119	100%

Responses were received from 27 of the 32 Scottish Councils, with no response recorded from Argyll and Bute, East Dunbartonshire, Orkney Islands, Shetland Islands and Stirling.

Before using the website 58% of survey respondents had some form of contact with the Improvement Service, perhaps suggesting that website usage is often driven by other Improvement Service activities.

Website Content

Overall, the majority of respondents (60%) thought the website was either good or excellent. However, a sizeable percentage of respondents (31%) felt the website was just ok. Non-recent users of the website were less likely to rate the website content as good or excellent, 56% compared to 61% of recent users, and more likely to judge the website as poor, 13% compared to 6% of recent users.

Comments included: "I think there is a problem with sections not being updated".

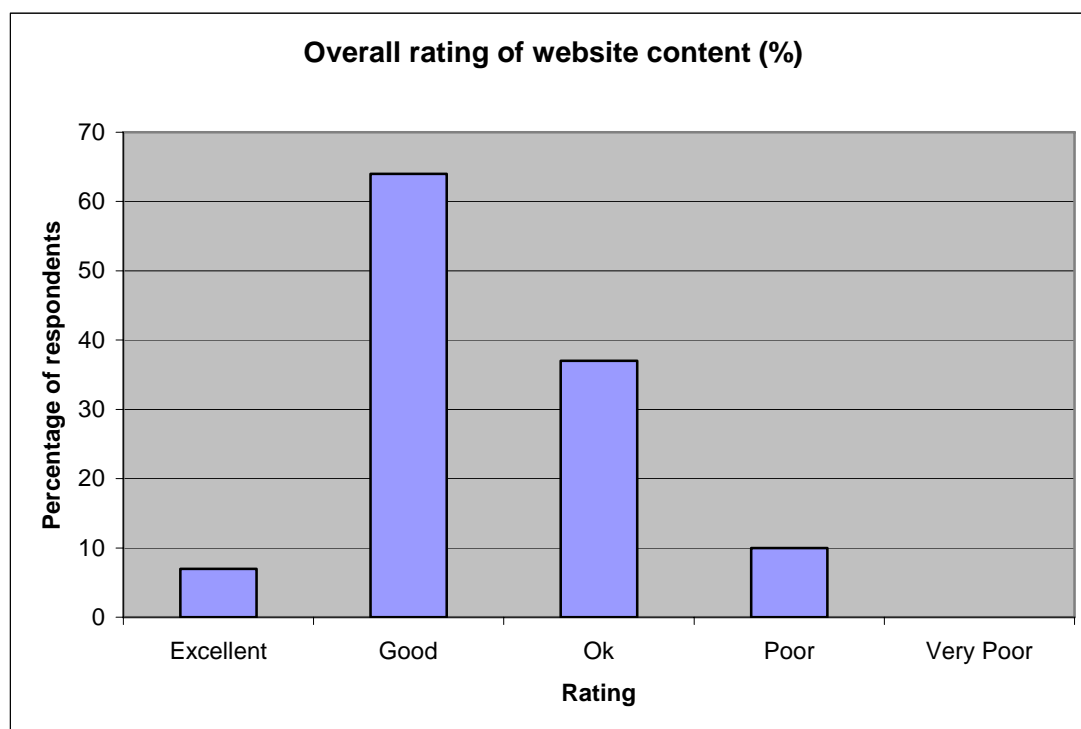


Table 2: Overall rating of website content

Rating of website content	Response	Percentage
Excellent	7	6%
Good	64	54%
Ok	37	31%
Poor	10	8%
Very Poor	0	0%
Total	118	100%

Ease of Use

Half of all respondents felt that website ease of use was good or excellent. However, a sizeable percentage of respondents (38%) felt that website ease of use was ok and 12% of respondents found ease of use poor or very poor. Whether respondents were recent or non-recent users did not appear to affect their judgement of the website ease of use.

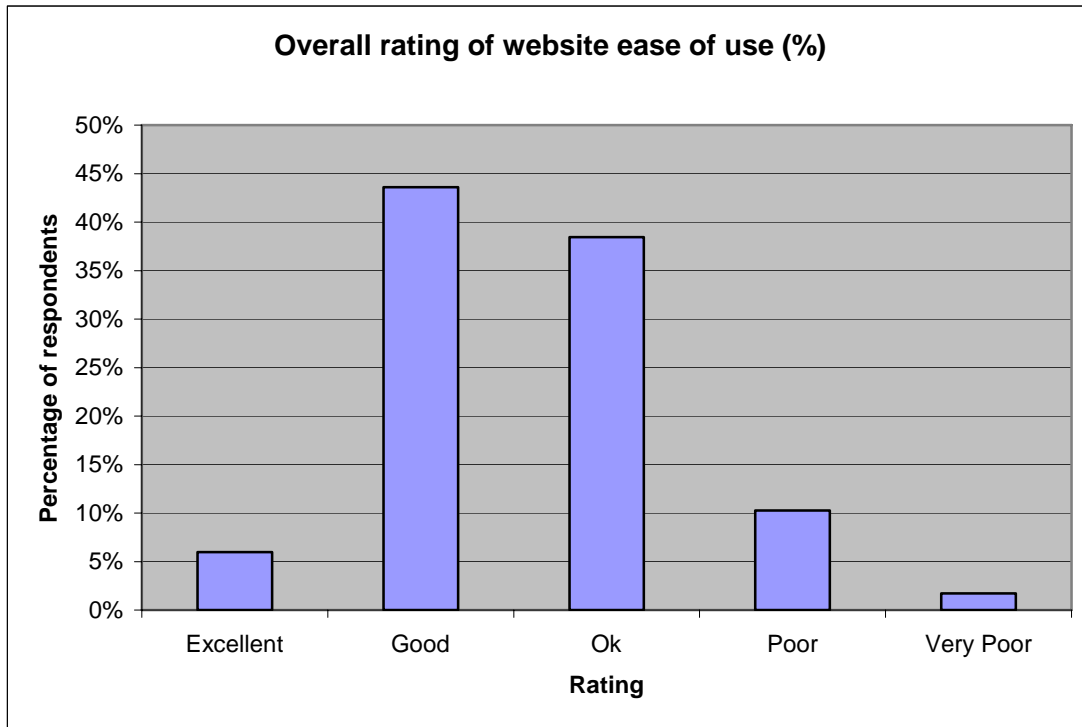


Table 3: Overall rating of website ease of use

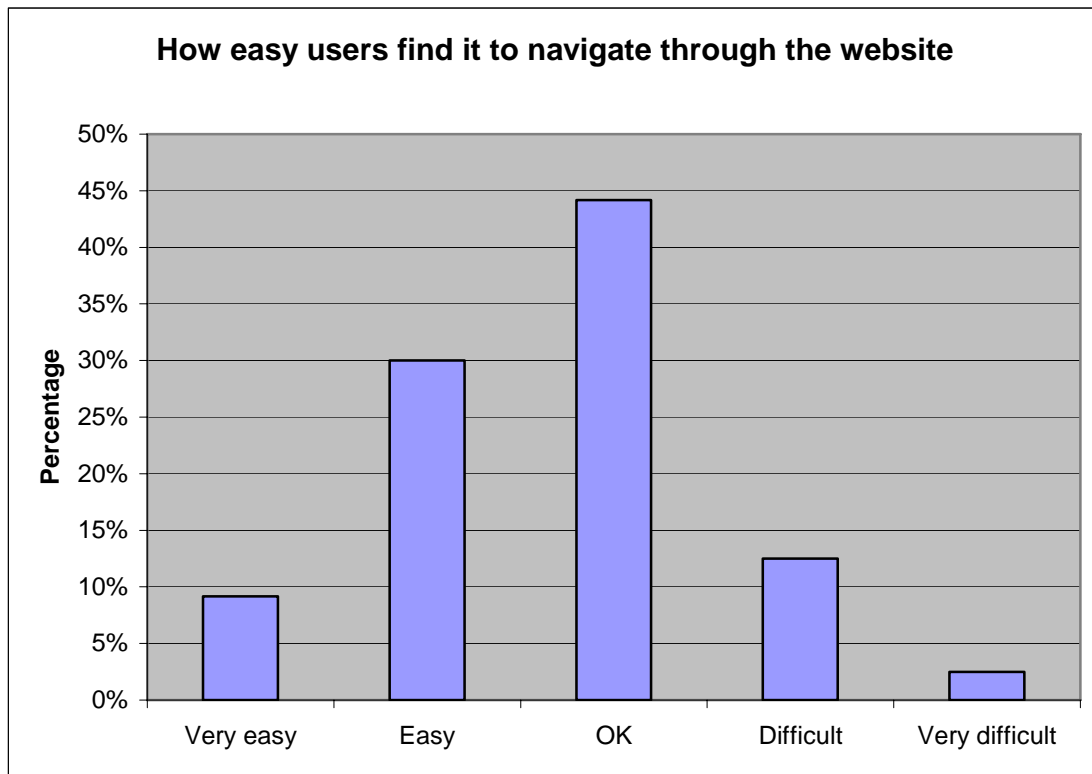
Rating of website content	Response	Percentage
Excellent	7	6%
Good	51	44%
Ok	45	38%
Poor	12	10%
Very Poor	2	2%
Total	117	100%

Respondents were also asked how easy they find it to navigate through the website. 44% of respondents felt website navigation was ok, with 30% of respondents finding it easy to navigate through the site. However, 16% of respondents found it difficult or very difficult.

Table 4: How easy users find it to navigate through the website

Rating of website content	Response	Percentage
Very easy	11	9%
Easy	36	30%
OK	53	44%
Difficult	15	13%
Very difficult	3	3%
Total	120	100%

Comments included *“The problems with the look and difficulty in navigating through the site have certainly put me off and I know I am not alone.”*
“Perhaps improve look of front page. Doesn’t always encourage you to progress further.”



Areas for development

To inform future development of the website respondents were asked to identify what they most liked and disliked about the website. Respondents gave a range of likes and dislikes, which were coded into categories. The top five most frequently mentioned issues are listed below.

Table 5: Factors respondents most like about the website

Factors	Response	Percentage of respondents
Range of topics / information	20	28%
site structure / layout	10	14%
up to date	8	11%
information sharing with colleagues in other authorities	6	8%
easy to navigate	6	8%
Total number of respondents answering the question	72	

When asked what they most dislike about the Improvement Service website the most common response was 'nothing' or 'not applicable', 16%. The most commonly mentioned factors identified are presented in the table below.

Table 6: Factors respondents most dislike about the website

Factors	Response	Percentage of respondents
Finding information	11	13%
Difficult to navigate	9	10%
No progress reports/ updates on IS work	7	8%
Not user friendly	7	8%
Lack of content	5	6%
Total number of respondents answering the question	86	100%

Respondents particularly disliked the facilities for finding information on the website and often had difficulty tracking information down:

Comments included: *'Have sometimes "circled" when trying to drill into more information about events'*

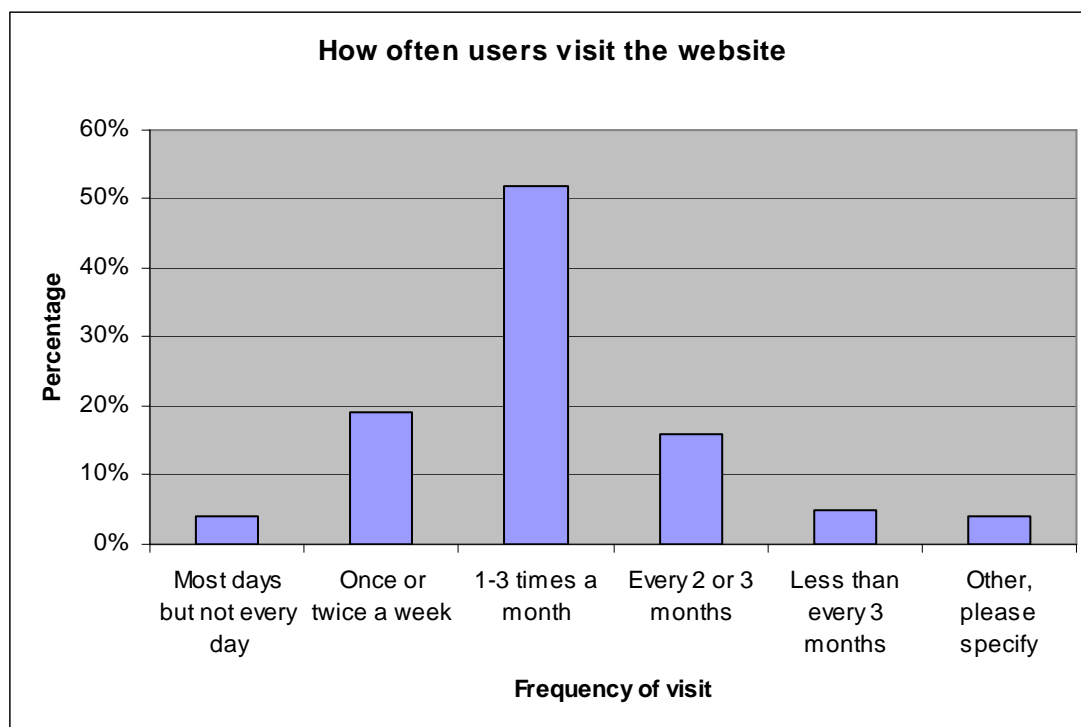
A similar issue, was that respondents found the website difficult to navigate and not user friendly. There were also concerns about a lack of information on specific IS projects available on the website and several respondents commented that they would like progress reports or updates on different workstreams available on the site. Some respondents felt it would be useful to be able to subscribe to email updates on different topics and that it should be possible to see what is new to the site, or to be alerted by email when there is new content. Dislikes also included the lack of content, which included a dislike of both the breadth and depth of content.

Use of the site

The majority of users visited the website 1-3 times a month (52%) though almost a quarter of respondents (23%) were visiting the website at least once a week.

Table 7: How often users visit the IS website

Frequency of visit	Response	Percentage of respondents
Most days but not every day	5	4%
Once or twice a week	23	19%
1-3 times a month	62	52%
Every 2 or 3 months	19	16%
Less than every 3 months	6	5%
Other, please specify	5	4%
Total	120	100%



Respondents were asked why they visited the Improvement Service website. The most common response was *to find specific information* (76 respondents), followed by *to keep up to date with developments in Scottish local government* (64 respondents), *to download documents* (54 respondents) and *to find out about good practice* (53 respondents). With regard to the reasons why users visit the website, there was little difference between recent and non-recent users.

Table 8: Reasons users visit the website

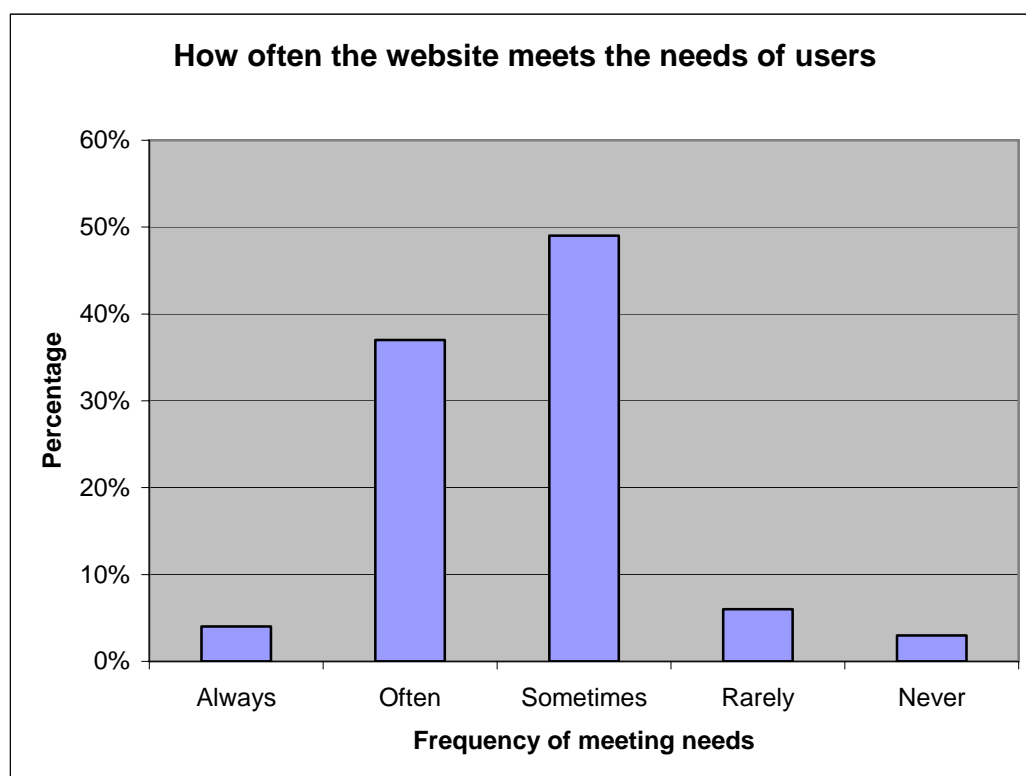
	Number of responses	Percentage of responses
To find specific information	76	19%
To keep up to date with developments in Scottish local government	64	16%
To find out about good practice	53	13%
For ideas / inspiration	43	11%
To network / identify contacts	24	6%
To visit one of the community areas	26	6%
To find out about events	37	9%
To download documents	54	13%
To find out about the IS	16	4%
To use the discussion zone	6	1%
Other, please specify	9	2%

Other reasons for visiting the website which were not specified in the survey but were added by respondents, included; curiosity; to find out about the performance management practitioners group; to follow up on newsletter items; to identify research activity; to find out what the Improvement Service are doing; and for Customer First information.

Meeting the needs of users

Users of the website were asked how often the IS website meets their needs. The most common response was that it *sometimes* meets their needs (49%) of users, followed by it *often* meets their needs (37%).

Non-recent users were more likely to find that the website rarely or never meets their needs, 13% compared to 6% of recent users.

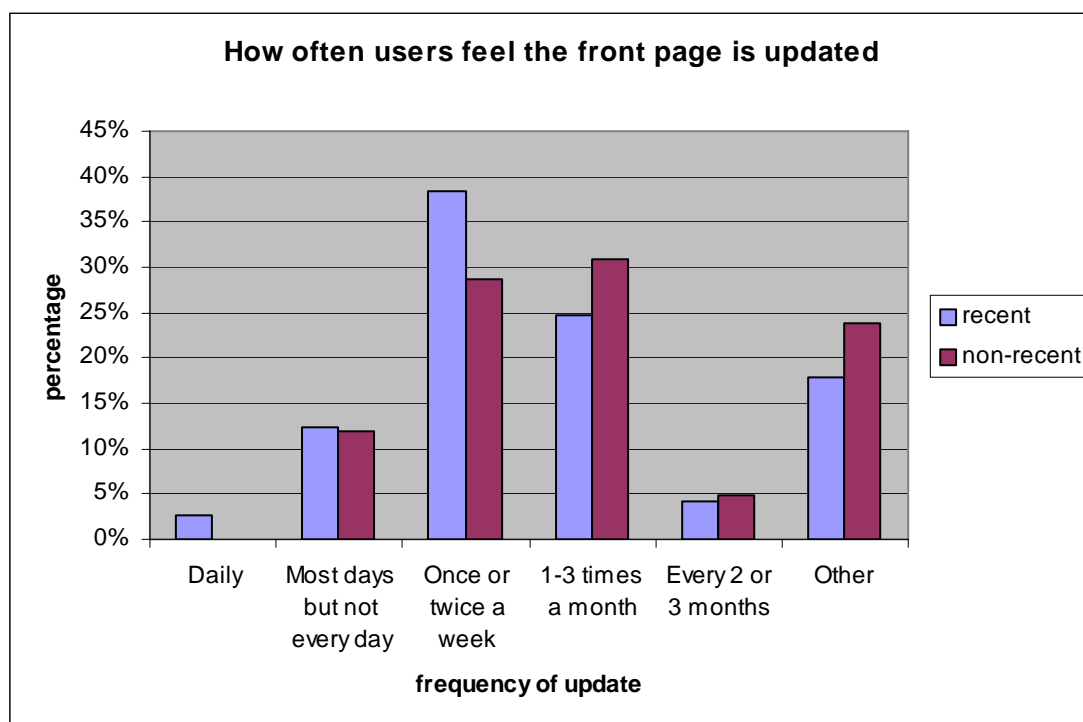


The frequency with which users felt that the IS website met their needs appears to vary according to the reasons they visit the website. Those who visit the website to *network/ identify contacts* or *to visit one of the community areas* are most likely to

believe the website sometimes or often meets their needs (96%). The majority of those who identified *downloading documents* as a reason for visiting the website were most likely to believe that the website *often* met their needs, 55% compared to 37% of all users. However, those who visited the website for reasons other than those provided were quite likely to feel the website *rarely* or *never* met their needs, (56%).

Front Page

Respondents were asked to identify how regularly they felt that the front page of the website is updated. The most common response was once or twice a week (35%). Interestingly as the graph below illustrates, there is a difference between the views of recent and non-recent users. Recent users are more likely than non-recent users to believe that the front page is updated frequently. 53% of recent users believed that the website is updated *at least* once a week, compared to 40% of non-recent users.



This suggests there is a correlation between recently visiting the website and how often users feel the front page is updated, though it is not clear which causes which; does visiting the website recently mean that users see the front page is updated regularly, or does the fact the belief that the website is updated frequently mean that users are more likely to visit the website.

Website Functions

Users were asked about which of the different website functions they have used. The majority of survey respondents had used the website search, document library and discussion zone. The search facility was the most commonly used function (83% of users) with the discussion zone the least used (57% of users).

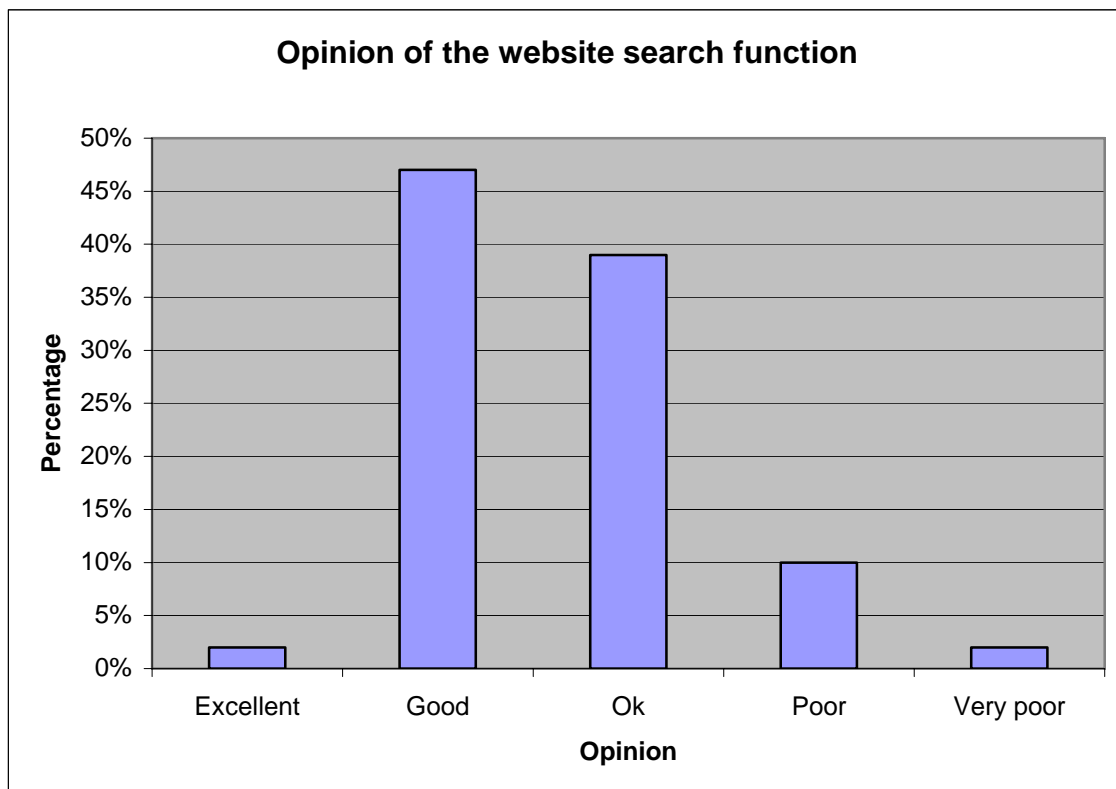
Table 9: Number of respondents using different website functions

	Search		Document library		Discussion zone	
	No.	%	No.	%	No.	%
Yes	94	83%	85	75%	58	57%
No	19	17%	28	25%	44	43%
	113		113		102	

Survey respondents were asked to express their opinion of the various website functions and to explain how these aspects of the site could be improved.

Website Search

Of those who had used the website search, 47% felt it was *good*, 39% of users felt it was *ok* and 12% considered it to be *poor* or *very poor*.



Document library

Of those who had used the document library 81% found it easy to use. However, a number of survey respondents had comments about or suggestions for improving the document library.

- Don't add other people's documents on but add links to them
- Allow more documents listed per page
- Describe what is in each sub folder
- Link to the IDeA document library
- Add more documents
- Change incorrect references to the accounts commission, rather than the audit commission
- There are too many screens to go through to find information
- Organise into a few general topics
- Improve search facility
- Add the ability to only search within a community's document library

- Enable users to upload whole folders, not just individual files

Those who have used the document library were asked whether there were any additional documents or types of document they would like to see in the document library, 34% of those who had used the document library said there was. Suggestions for additional documents to be added to the website included:

- More detailed lessons learnt from projects (warts and all rather than glib case studies)
- Agendas, minutes, details of programme and project boards and related documents
- Progress on each of the Improvement Service programmes
- More comprehensive coverage
- Induction pack for newly elected members or status of this
- More on guidance for improvements and case studies from other councils
- What other organisations are doing to promote efficient government and good practice
- Council performance management guidance notes e.g service plan guidance
- Ensure it is as up to date as possible on each topic
- More on asset management
- All Scottish Community Planning Partnership Community plans and performance reports
- Housing good practice
- Up to date project plans and schedules

One of the key messages from the questions on the document library is that website users would like more information about Improvement Service projects and programmes, and they would like the information available to be up to date.

Discussion zone

Of those who had used the discussion zone 60% found the discussions in the zone useful or of interest. However, 82% of those who had visited the discussion zone did not contribute to discussions.

Those who have not contributed to discussions were asked why they had not done so. 47% of respondents claimed that other work pressures explained their lack of contribution, 33% felt they had nothing to contribute and 24% of respondents felt there were no discussions of interest.

Table 10: Why users haven't contributed to discussions

	Response	Percentage of respondents
No discussions of interest	11	24%
Not part of my job	0	0%
Other work pressures	21	47%
Anonymity not guaranteed	6	13%
Not aware of the discussion zone	1	2%
Nothing to contribute	15	33%
Other, please specify	8	18%
Total number of respondents	45	

Suggestions for improving the discussion zone included:

- Introduce auto-alerts
- Train regional moderators

- Make the discussion zone less formal
- Delete out of date discussions
- Keep discussions up to date
- Attract interest from front-line managers, currently corporate centre dominated
- Greater responsiveness from the IS

However, the most common response was that people needed to start using the discussion zone if it is to be of use.

It was also noted that expectations may be too great from the discussion zone,

'There are very few of us in Scottish local government corporate management policy development so don't expect too much from discussion boards as the audience isn't big enough for lots of contributors'.

Additional Topic Coverage

37% of respondents said they would like to see additional topics included on the website. Those who answered that they would like to see additional topics were then asked which topics they would like included. The majority of suggestions were about adding additional information to existing topics, however, users recommended the following additional topics:

- Housing
- Planning
- Social care
- Education
- Equalities and diversity
- Records management
- Knowledge management
- Asset management
- Decision-making processes
- Audit and scrutiny
- Cultural planning
- Tenders for Local Authorities and the IS
- Inequalities in Health

Those who wanted additional topics to be included tended to focus on subject areas of local government responsibility.

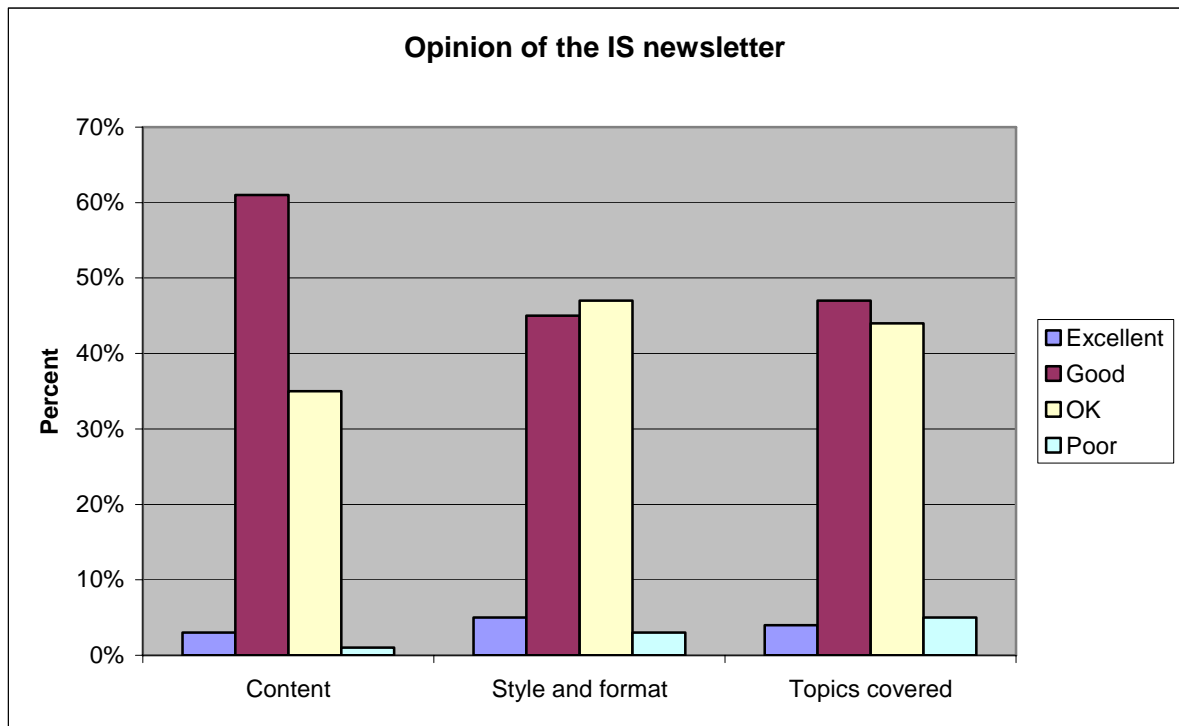
In addition, respondents commented on the style or tone of information, with the suggestion of editorial features, greater emphasis on good practice, portals or community of practices on subject issues (such as housing, education), greater information on guidance or instruction. Wider points were also made about the need to connect and learn from other types of organisation, particularly other public sector organisations and those outside the UK. As in the question about the document library a key issue raised in response to this question was that respondents wanted more information on the progress of Improvement Service projects and programmes, and to have access to materials and documentation from these projects;

"I think there is a problem with sections not being updated, (especially when)...plans have changed or slipped. There needs to be more effort to publish minutes or updates from the many projects and working groups".

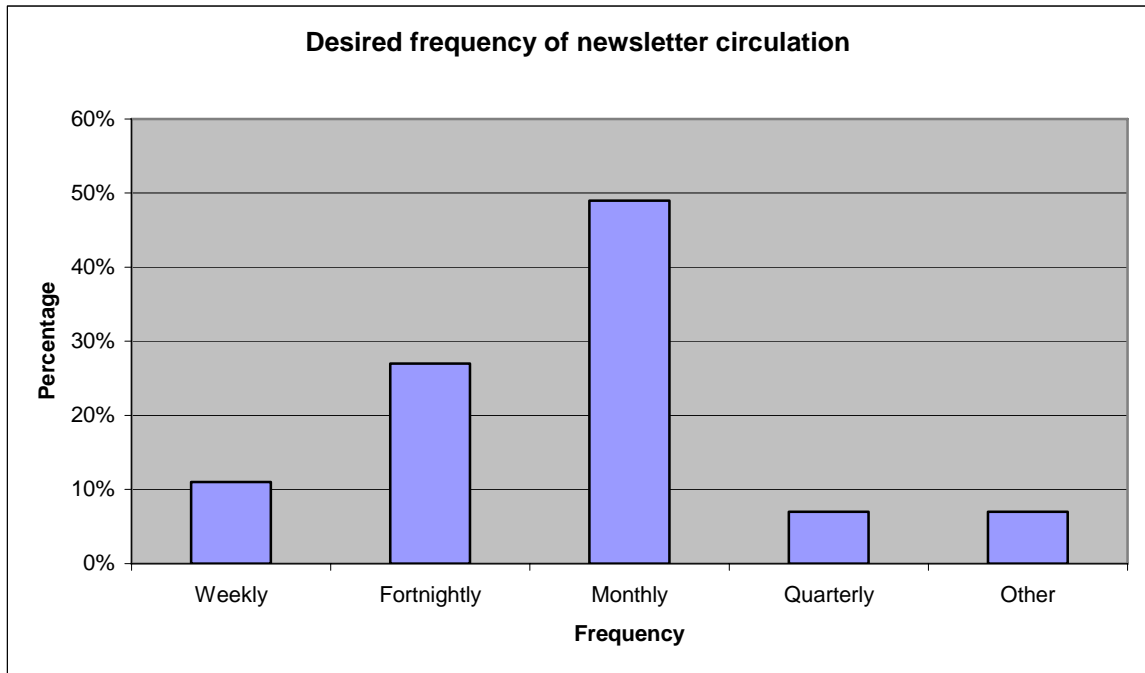
IS newsletter

All those who are registered on the Improvement Service website, those who were asked to complete this survey, should receive the Improvement Service newsletter by email. However, when respondents were asked whether they actually receive the email newsletter only 65% of respondents claimed they did so.

Respondents were asked to rate different aspects of the IS newsletter; content, style and format, and topics covered. As the graph below indicates, respondents had slightly different opinions of these different aspects of the newsletter, and appear to rate the content of the newsletter higher than the style and format or the topics covered in the newsletter. 64% of those who received the IS email newsletter felt that the content was good or excellent, compared to 50% who felt this way about the style and format, and 51% who felt the topics covered were good or excellent.

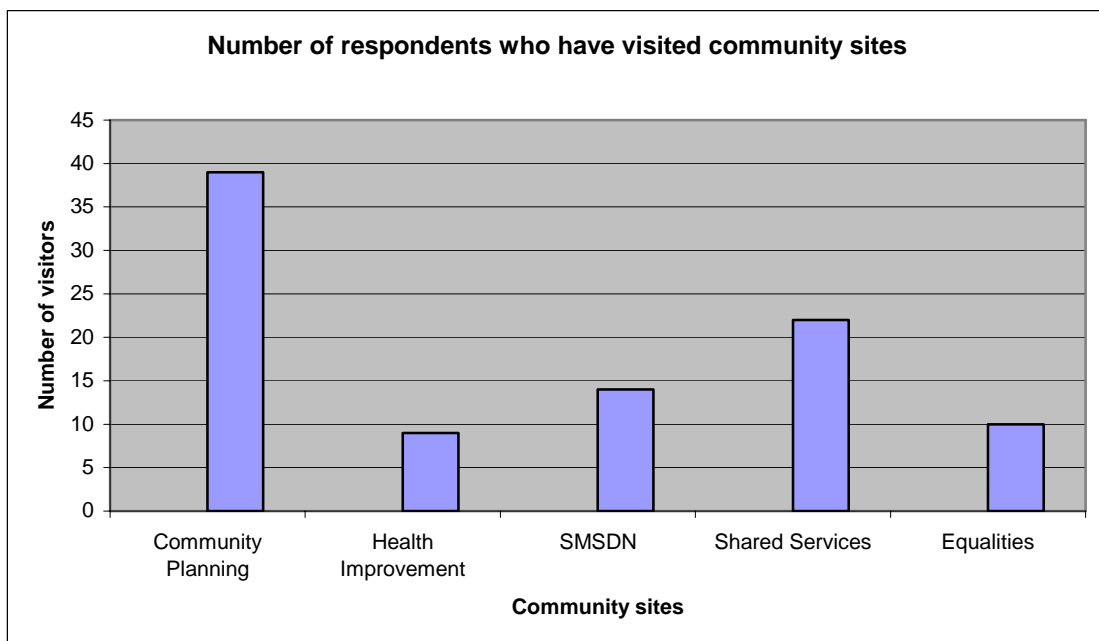


Respondents were asked how often they feel the newsletter should be circulated, just under half of respondents felt the newsletter should be circulated monthly (49%), however, over a quarter feel the newsletter should be circulated fortnightly (27%).



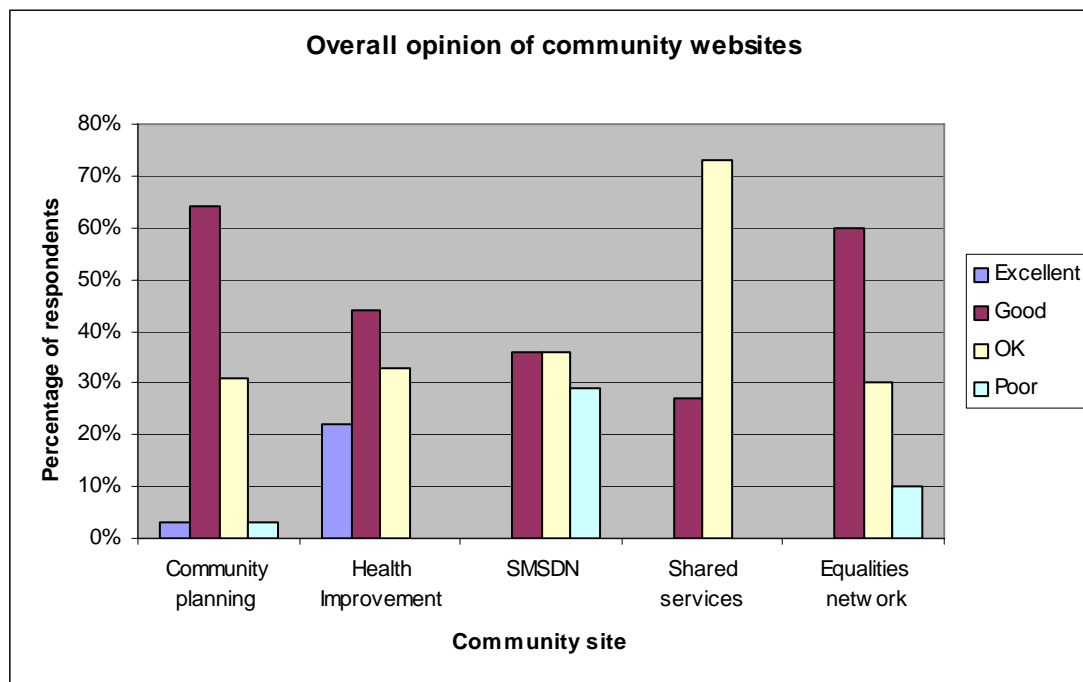
Community sites

56% of survey respondents had visited one of the community sites (59 respondents). However, visiting rates varied for each of the different community sites. As the graph below indicates of all the community sites Community Planning was the most visited by survey respondents, 33% of all survey respondents had visited the site. Health improvement and the Scottish council equalities network were the least visited by survey respondents, 8% of all survey respondents had visited these sites.



Those who had visited the community sites were asked to indicate their overall opinion of the different community sites. See the Appendix for detailed responses by those who had visited the community sites. The Community Planning, Health Improvement and Scottish council equalities network sites were regarded as good or excellent by the majority of those who had visited the sites (67%, 66% and 60% respectively). Whilst only 36% of those visiting the Scottish Member Service Development Network felt it was good or excellent and 27% of visitors to the Shared

Service site. The majority of those visiting the Shared Service website felt it was *OK* and the same number of respondents felt the Scottish Member Service Development Network was *OK as good*. Additionally a high percentage of respondents felt that the Scottish Member Service Development Network was poor, 29%, compared to 3% for Community Planning, 0% for Health Improvement and Shared Services and 10% for the Scottish council equalities network site. However, it is worth pointing out that the small numbers of visitors for some of the Community sites mean that these statistics should be treated with caution, as for example, it means only 4 survey respondents actually stated that the Scottish Member Service Development Network site was poor.



Respondents were asked for recommendations about how to improve the Community sites. A number of functional issues were raised, for instance, some respondents wanted to know if there is a way of cross referring between the sites, several respondents wanted to be able to search for documents only within the community's document library, one respondent also wondered if it were possible to see when community members are on the community sites and have a live chatroom facility. A few of respondents also suggested there should be additional community sites, with a Scottish Community Safety site mentioned by a couple of respondents.

Registered users

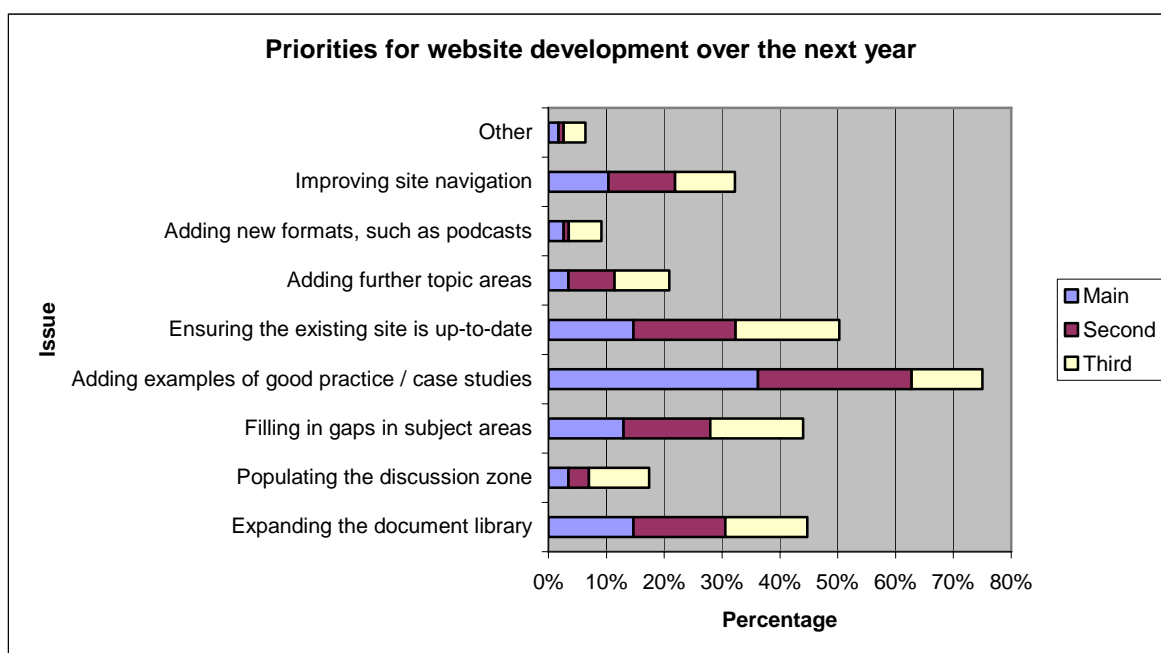
Those who were asked to complete the website survey were registered users of the website, and so respondents were asked what they felt were the benefits of being a registered user (respondents could tick all benefits that applied). The most commonly mentioned benefit was receiving the email newsletter, mentioned by 49% of respondents, followed by the ability to upload documents (46%) and being able to contact other registered users (38%). 8% of respondents felt there were no benefits to being a registered user. Those who answered '*other*' usually explained that they did not know what the benefits of being a registered user were.

Table 11: Benefits of being a registered user

	Total	Percentage of respondents
Receive the e-mail newsletter	55	49%
Can upload documents	52	46%
Can make my contact details available to other users	31	28%
Can contact other registered users	42	38%
Can submit a news item for addition to the site	21	19%
Can submit an event for addition to the site	12	11%
None	9	8%
Other, please specify	11	10%
Number of respondents	112	

Website priorities over the next year

As previously mentioned one of the aims of the website survey was to inform the development of the website. As a result respondents were asked what they felt the priorities for website development should be over the next year. Respondents were asked to identify what they felt should be the main, second and third priorities for website development.



36% of respondents felt that the main priority for website development should be adding examples of good practice / case studies and 75% of respondents identified that this should be either the main, second or third priority; followed by ensuring the existing site is up to date, 15% of respondents felt this should be the main priority and 51% identified that this should be either the main, second or third priority. 15% of respondents identified that expanding the document library should be the main priority, and 45% if respondents felt this should be the main, second or third priority.

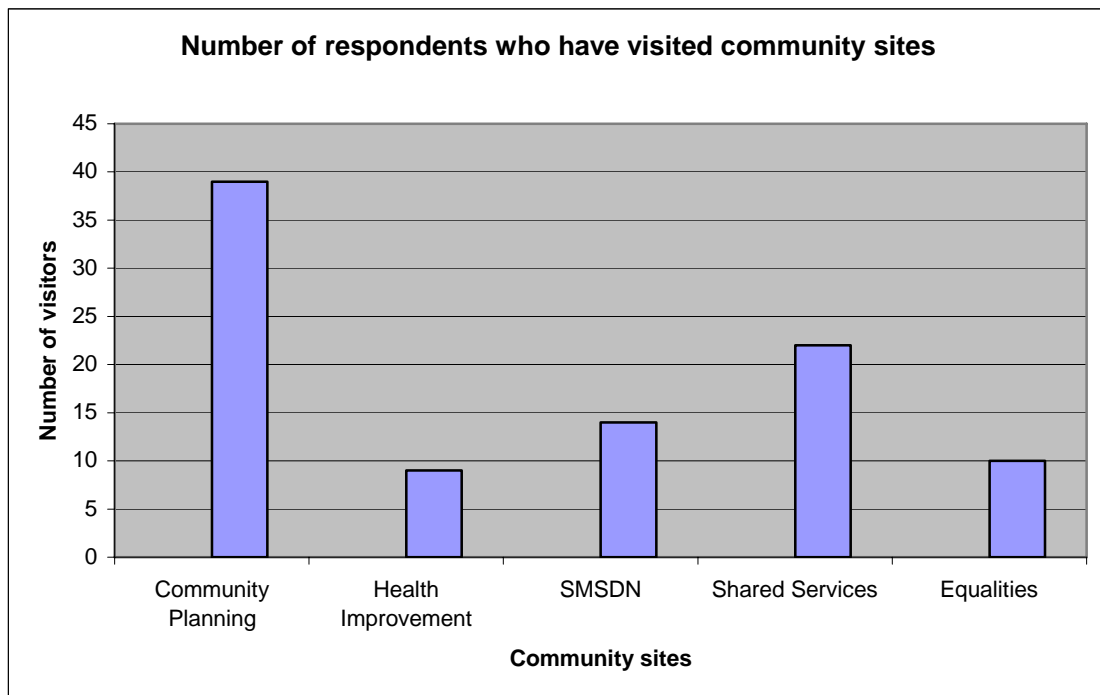
Table 12: Priorities for website development

	Main		Second		Third		Overall	
	<i>No.</i>	<i>%</i>	<i>No.</i>	<i>%</i>	<i>No.</i>	<i>%</i>	<i>No.</i>	<i>%</i>
Expanding the document library	17	15%	18	16%	15	14%	50	45%
Populating the discussion zone	4	3%	4	4%	11	10%	19	17%
Filling in gaps in subject areas	15	13%	17	15%	17	16%	49	44%
Adding examples of good practice / case studies	42	36%	30	27%	13	12%	85	75%
Ensuring the existing site is up-to-date	17	15%	20	18%	19	18%	56	51%
Adding further topic areas	4	3%	9	8%	10	9%	23	20%
Adding new formats, such as podcasts	3	3%	1	1%	6	6%	10	10%
Improving site navigation	12	10%	13	12%	11	10%	36	32%
Other	2	2%	1	1%	4	4%	7	7%
Total	116		113		106			

Community sites: survey findings

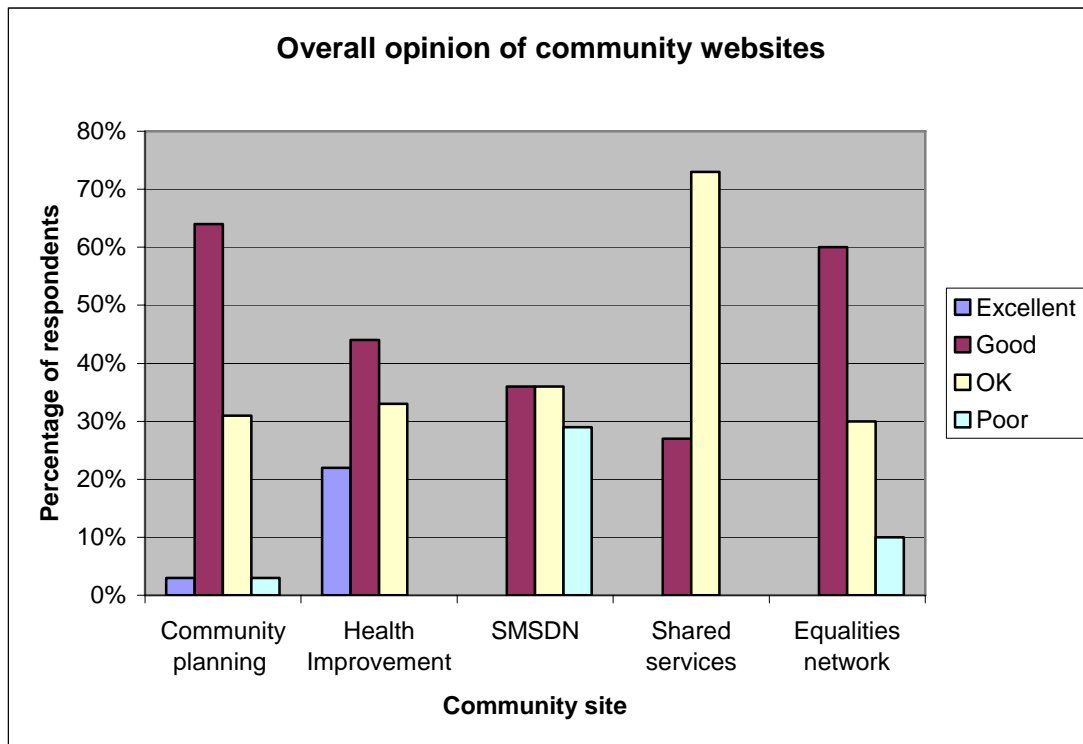
Visitors to the Community Sites

56% of survey respondents had visited one of the community sites (59 respondents). However, visiting rates varied for each of the different community sites. As the graph below indicates, Community Planning was the most visited of the community sites by survey respondents, (33% of all survey respondents). Health improvement and the Scottish council equalities network were the least visited by survey respondents, only 8% of all survey respondents had visited these sites.



Opinion of the Community Sites

Those who had visited the community sites were asked to indicate their overall opinion of the different sites.



The Community Planning, Health Improvement and Scottish Council Equalities network sites were regarded as good or excellent by the majority of those who had visited the sites (67%, 66% and 60% respectively). Whilst only 36% of those visiting the Scottish Member Service Development Network and 27% of visitors to the Shared Service site felt they were good or excellent.

The majority of those visiting the Shared Service website felt it was 'OK' and the same number of respondents felt the Scottish Member Service Development Network was 'OK' as 'good'. Additionally a high percentage of respondents felt that the Scottish Member Service Development Network was poor, 29% (compared to 3% for Community Planning, 0% for Health Improvement and Shared Services and 10% for the Scottish council equalities network site). However, it is worth pointing out that the small numbers of visitors for some of the Community sites mean that these statistics should be treated with caution, as for example, it means only 4 survey respondents actually stated that the Scottish Member Service Development Network site was poor. The tables in the appendix show the number of respondents, as well as the percentage of respondents, responding to each question.

Improving the Community Sites

Respondents were asked for recommendations about how to improve the Community sites. A number of functional issues were raised, for instance, some respondents wanted to know if there is a way of cross referring between the sites, several respondents wanted to be able to search for documents only within the community's document library, one respondent also wondered if it were possible to see when community members are on the community sites and have a live chatroom facility. A few of respondents also suggested there should be additional community sites, with a Scottish Community Safety site mentioned by a couple of respondents.

Ratings of the Community Sites by those who have visited them

Table 1: Community Planning

	Response	Percent
Excellent	1	3%
Good	23	64%
Ok	11	31%
Poor	1	3%
Total	36	100%

Table 2: Health Improvement

	Response	Percent
Excellent	2	22%
Good	4	44%
Ok	3	33%
Poor	0	0%
Total	9	100%

Table 3: Scottish Member Service Development Network

	Response	Percent
Excellent	0	0%
Good	5	36%
Ok	5	36%
Poor	4	29%
Total	14	100%

Table 4: Shared Services

	Response	Percent
Excellent	0	0%
Good	6	27%
Ok	16	73%
Poor	0	0%
Total	22	100%

Table 5: Scottish Council Equalities Network

	Response	Percent
Excellent	0	0%
Good	6	60%
Ok	3	30%
Poor	1	10%
Total	10	100%