

iwight.com – a revised concise and simpler website

iwight.com is being updated. The current design and functionality of the website has been in place for a number of years. The nature of the service and information provided and the way people use the web has changed significantly in that time. iwight.com is being updated to reflect these changes.

Some of the main drivers for updating the website are:

- Give quicker, easier access to online services and transactions
- To simplify and improve the navigation of the website
- Ensure content is focused around the services we offer you
- To reduce the amount of content online and focus on what is important to you
- To ensure the website is better placed to be viewed on a wider range of equipment
- Expand the ability for you to interact with the authority and be able to resolve your enquiries through self-service

The proposed changes are described below. We would welcome feedback to newiwight@iow.gov.uk

Over the coming months we will publish more information and when ready a trial version of the website will be available previewing our new look website.

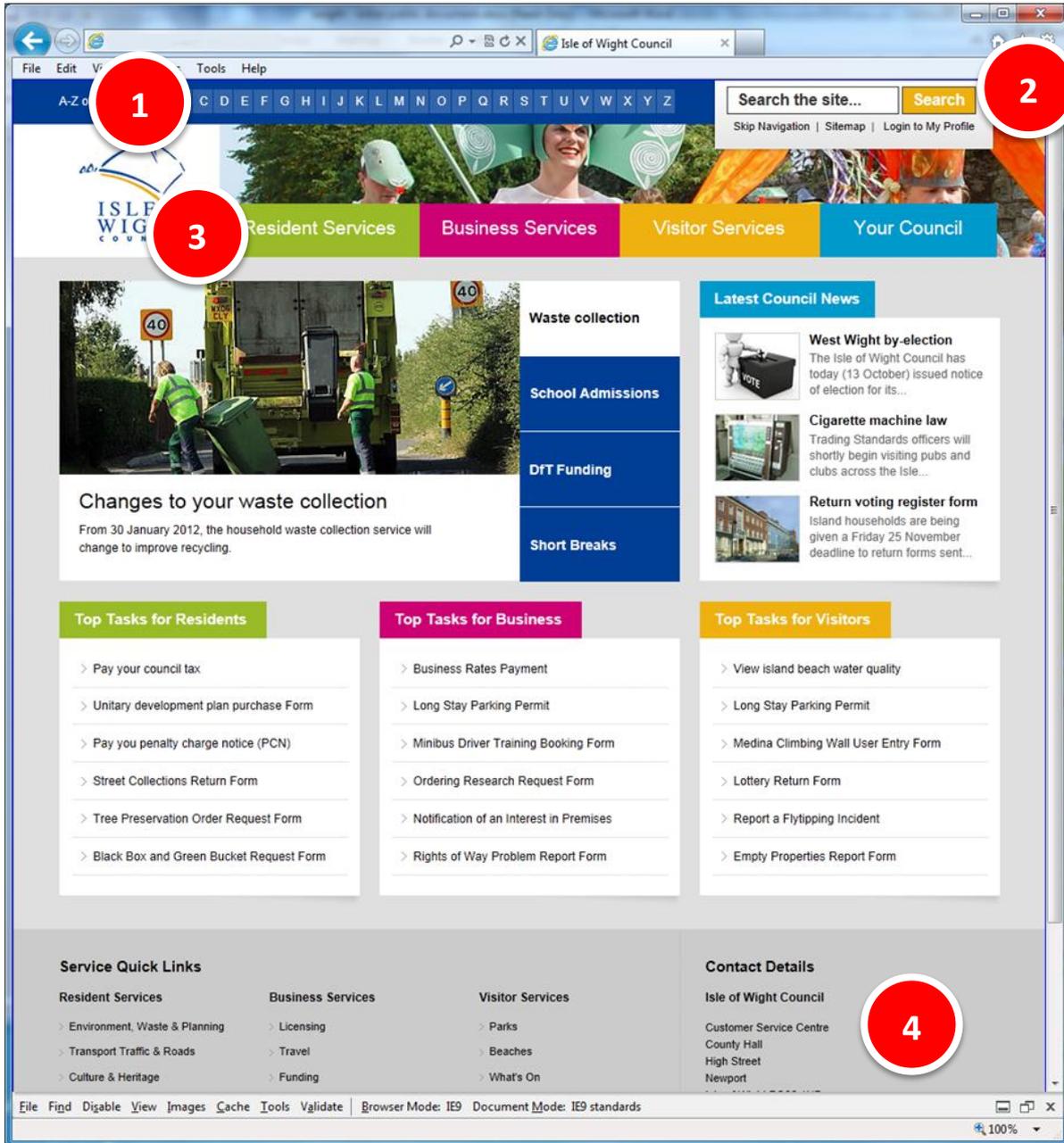
Changes that effect the overall site

A number of overall changes have been made to simplify the use of the website (as indicated on the diagram below).

1. Direct access to the A-Z of services from the top of every page
2. Prominent Search box on every page
3. Reduced to 4 main sections, and renamed to be clearer on what is in each section
4. A standard footer with quick access to the main headings in all sections

Our website has been designed to enable a simpler way to navigate around the whole website.

In addition all content online is being reviewed and updated. The result will be that in some areas there will be less, but better quality and more consistent content.



The screenshot shows the Isle of Wight Council website interface. Four red circles with white numbers highlight specific features:

- 1**: A-Z navigation menu (A-Z O)
- 2**: Search the site... Search
- 3**: Main navigation menu (Resident Services, Business Services, Visitor Services, Your Council)
- 4**: Contact Details (Isle of Wight Council, Customer Service Centre, County Hall, High Street, Newport)

The website content includes:

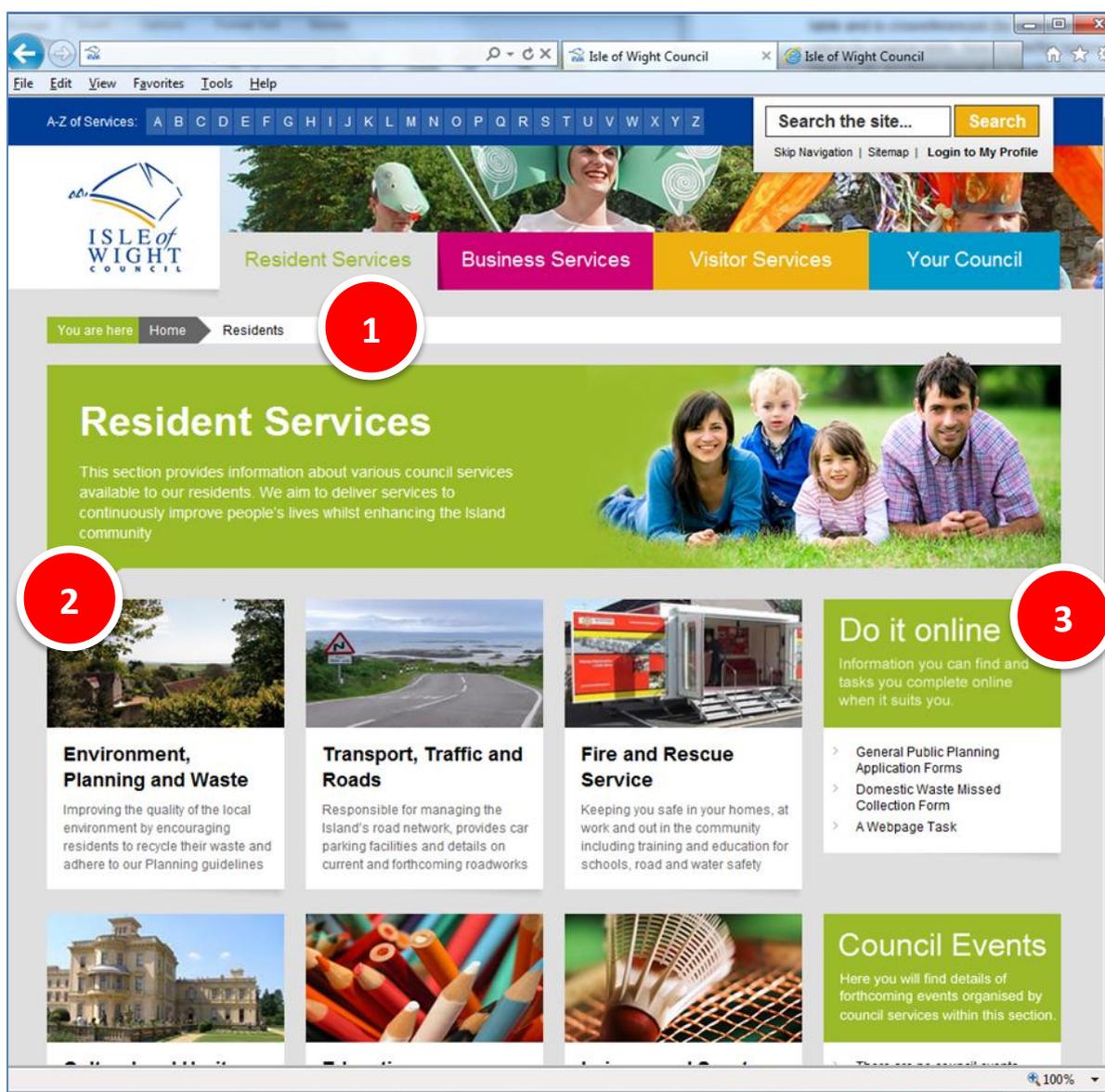
- Waste collection**: Changes to your waste collection. From 30 January 2012, the household waste collection service will change to improve recycling.
- Latest Council News**:
 - West Wight by-election**: The Isle of Wight Council has today (13 October) issued notice of election for its...
 - Cigarette machine law**: Trading Standards officers will shortly begin visiting pubs and clubs across the Isle...
 - Return voting register form**: Island households are being given a Friday 25 November deadline to return forms sent...
- Top Tasks for Residents**:
 - Pay your council tax
 - Unitary development plan purchase Form
 - Pay you penalty charge notice (PCN)
 - Street Collections Return Form
 - Tree Preservation Order Request Form
 - Black Box and Green Bucket Request Form
- Top Tasks for Business**:
 - Business Rates Payment
 - Long Stay Parking Permit
 - Minibus Driver Training Booking Form
 - Ordering Research Request Form
 - Notification of an Interest in Premises
 - Rights of Way Problem Report Form
- Top Tasks for Visitors**:
 - View island beach water quality
 - Long Stay Parking Permit
 - Medina Climbing Wall User Entry Form
 - Lottery Return Form
 - Report a Flytipping Incident
 - Empty Properties Report Form
- Service Quick Links**:

Resident Services	Business Services	Visitor Services
<ul style="list-style-type: none"> Environment, Waste & Planning Transport Traffic & Roads Culture & Heritage 	<ul style="list-style-type: none"> Licensing Travel Funding 	<ul style="list-style-type: none"> Parks Beaches What's On

Change to the main sections.

There will be 4 main sections and with a consistent approach throughout all sections. Three sections will be focussed around the services we provide as a local authority – Services for Residents, Businesses and Visitors. The fourth section will be for Council specific content. Although, where content is highlighted as relevant it will be accessible from relevant sections. Common elements to the home page section are shown below with a continued approach of less links and simpler navigation:

1. 'Breadcrumb trail' – which will enable you to see easily where you within the site and to easily return to other sections.
2. There is a standard approach to sections with categories of content, based around services provided, not internal departments of the council.
3. Quick access to services via a 'Do It Online' section as standard. This will enable you to undertake tasks 24/7

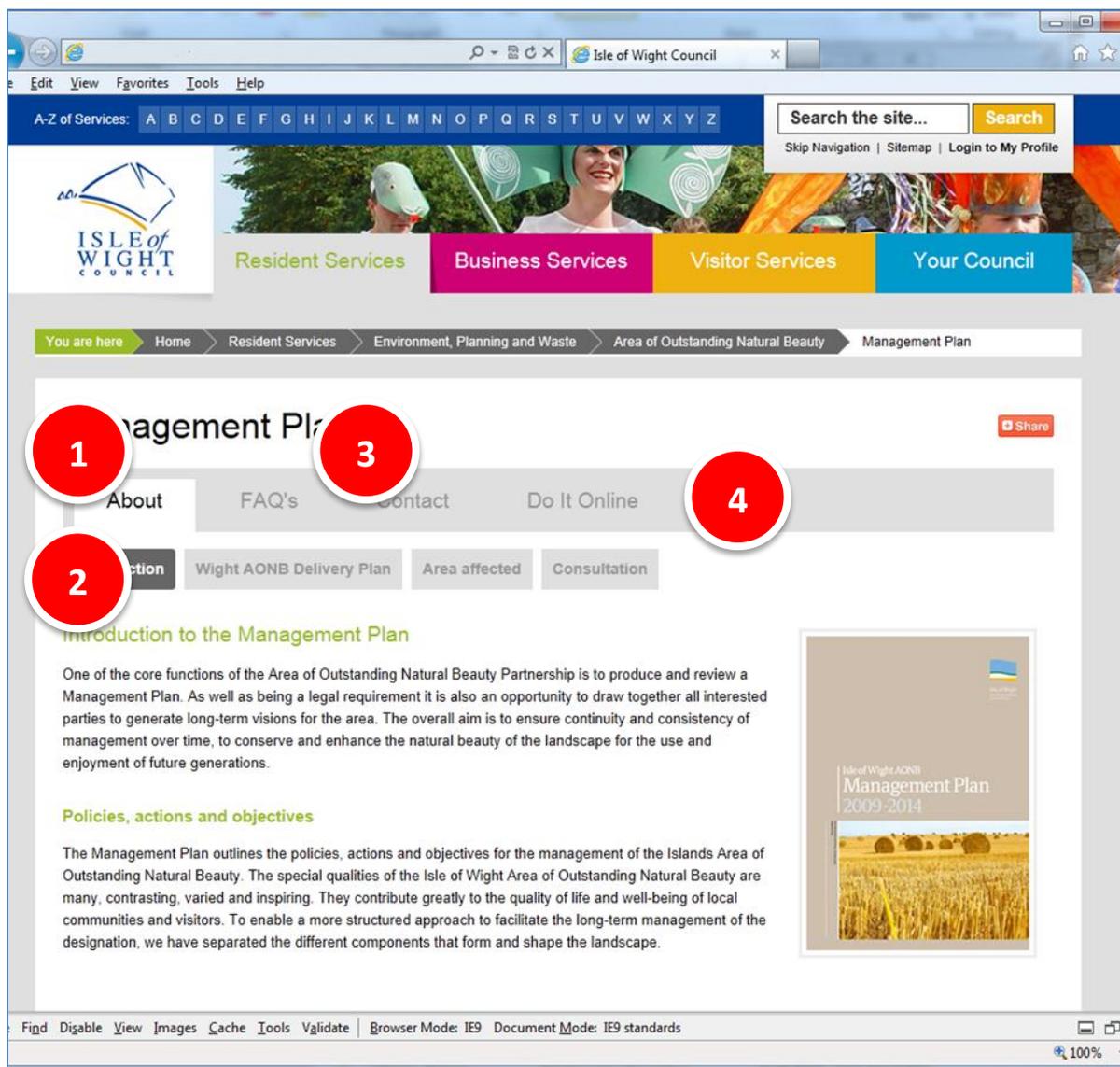


Changes to Service Pages

As content on the site will be focussed on services offered by us (Isle of Wight Council) a standard format for service pages is to be used. This builds on the core elements noted above and carries through features such as the breadcrumb trail.

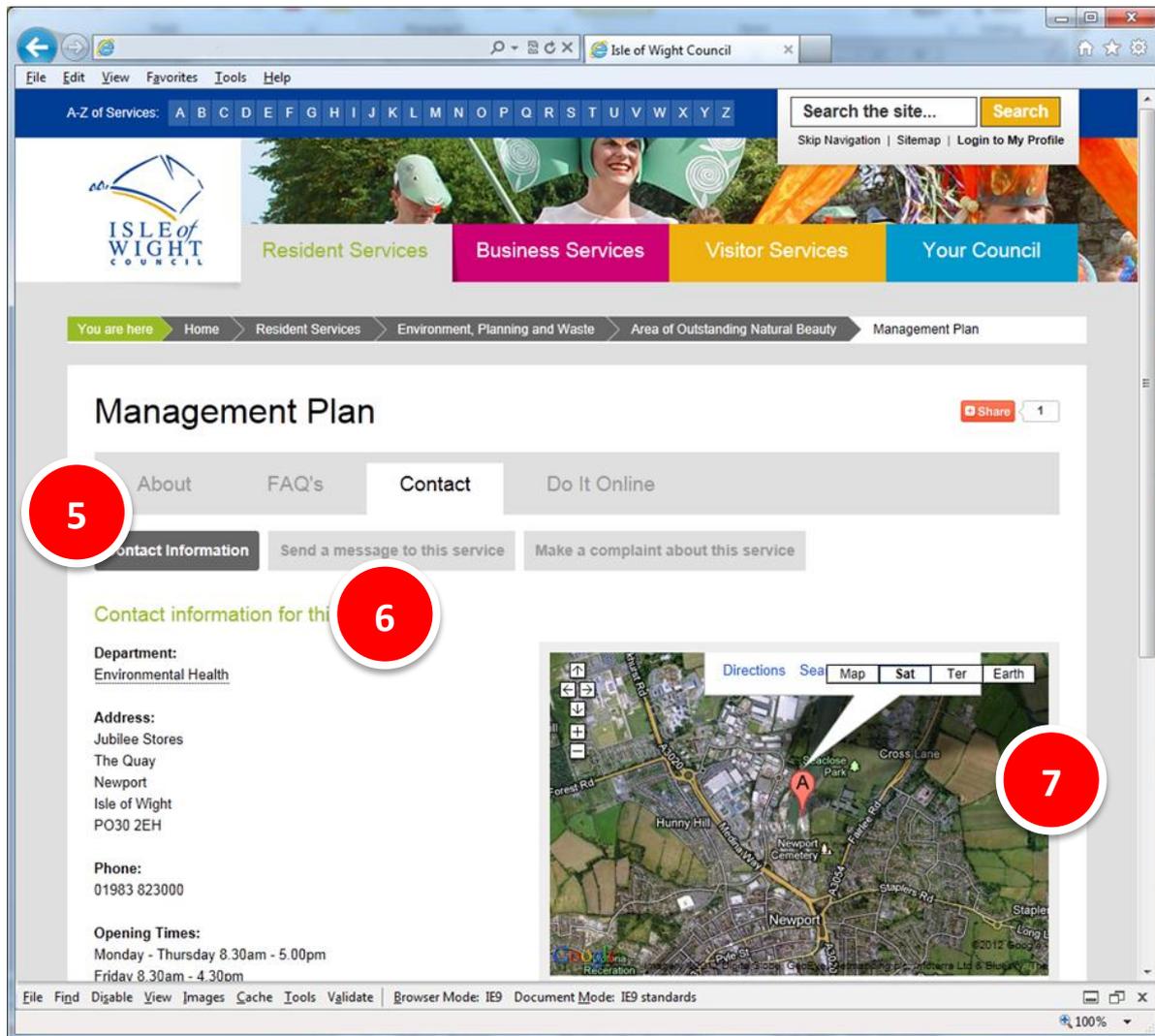
As standard on all service areas there will be:

1. Concise information about what the service provides
2. Additional web pages of content with useful information
3. Any frequently asked questions associated with the service
4. Every service will have its own 'Do It Online' section with easy links to all things you can do online for that service. Whether that is completing an online form, making a payment, viewing a map of locations or for example checking you bin collection days.



Additionally for all services there will be:

5. Clear contact information for the service
6. Ability to send a message directly to the service
7. If appropriate a map of the location of that service



The screenshot shows the Isle of Wight Council website in Internet Explorer. The browser address bar shows 'Isle of Wight Council'. The website has a navigation menu with 'Resident Services', 'Business Services', 'Visitor Services', and 'Your Council'. The breadcrumb trail is 'You are here > Home > Resident Services > Environment, Planning and Waste > Area of Outstanding Natural Beauty > Management Plan'. The main heading is 'Management Plan' with a 'Share' button. Below the heading is a tabbed interface with 'About', 'FAQ's', 'Contact', and 'Do It Online'. The 'Contact' tab is active, showing 'Contact Information', 'Send a message to this service', and 'Make a complaint about this service'. The 'Contact Information' section includes:
Department: Environmental Health
Address: Jubilee Stores, The Quay, Newport, Isle of Wight, PO30 2EH
Phone: 01983 823000
Opening Times: Monday - Thursday 8.30am - 5.00pm, Friday 8.30am - 4.30pm
A map of Newport is shown to the right of the contact information, with a red callout '7' pointing to it. A red callout '5' points to the 'Contact' tab, and a red callout '6' points to the 'Send a message to this service' button.

As noted we will be working on the new website over the coming months and will have a trial version for you to see soon. If you have any queries, feedback or suggestions please e-mail newiwight@iow.gov.uk