

COMMUNITY ENGAGEMENT COMMITTEE – 1 JULY 2010

WEBSITE DEVELOPMENT

REPORT BY THE CHIEF CONSTABLE

PURPOSE OF THE REPORT

To update members on developments and user data for the Force website and the Dorset Police Authority website.

1. LATEST DEVELOPMENTS

1.1 Recent upgrades have been implemented to the Force website to include:

- Map and postcode navigation aligned so that customers arrive at the same landing page. Now the customer will arrive at the dedicated Safer Neighbourhood Team (SNT) page irrespective of using the map navigation or entering a postcode into the “my area” box.
- New layout for SNT pages, to include navigation, local news, meet the team and related content.
- Changes to improve the navigation and customer journey to find your local police station, global template change to improve sign posting of postcode navigation

1.2 Secure Sockets Layer (SSL) certificates have now been purchased and are scheduled with the IS Dept for implementation. As members may recall from previous updates, once installed this will provide enhanced on-line security for the websites and in particular will facilitate the launch of the planned ‘member only’ areas.

2. PERFORMANCE

2.1 The table overleaf compares website hits and page views between 1 January and 31 May:

Dorset Police			
1 January and 31 May	2009	2010	% change
Total sessions	291,331	422,286	44.95%
Pages viewed	2,222,451	2,384,701	7.3%
Hits (items downloaded)	9,057,772	9,137,393	0.88%
Bytes transferred (GB)	88	112.35	27.67%
Average sessions per day	1930	2,796	44.87%
Average page views per day	14,704	15,798	7.44%
Average hits per day	60,058	60,547	0.81%
Average pages viewed per session	8	5.65	-29.38%
Average time spent on site	09:36	07:36	-20.83%
Police staff application form downloads	5,894	3,263	-44.64%
Police staff application page	82,692	70,176	-15.14%

2.2 The strong growth in customers is being maintained. High page and session figures indicate that more people are finding the website, with a 44.95% increase over the same period last year.

2.3 There has been an unsurprising fall in the application forms downloaded, as the Force is not recruiting to the level of the previous year. This is also reflected in the number of pages viewed per session and the time spent on line.

Dorset Police Authority			
1 January and 31 May	2009	2010	% change
Total sessions	15,141	24,468	61.60%
Pages viewed	67,769	126,426	86.55%
Hits (items downloaded)	147,503	203,402	37.90%
Bytes transferred (GB)	3.71	6.06	63.64%
Average sessions per day	100.27	162.04	61.60%
Average page views per day	448.8	837.26	86.56%
Average hits per day	976,84	1,347.03	37.90%
Average pages viewed per sessions	4.48	5.17	15.40%
Average time spent on site	10:11	11:39	14.40%

2.4 The Dorset Police Authority site is now attracting more visitors than before, seeing significant growth over the same period last year. Average sessions and page views have risen significantly

3. CRIMEMAPPER

3.1 The National Crimemapper website, providing customers with the opportunity to compare crime data across areas of the UK, is linked from all SNT pages and across the Force website. In February, public confidence data was added to the site and promoted centrally. This resulted in the slight rises seen in February and March.

3.2 The user data for Crimemapper is set out below.

1 January and 31 May	Opportunities to access Crimemapper from a SNT page	Number of visits to Crimemapper	Conversion rate
Jan	16,209	507	3.12%
Feb	15,494	692	4.46%
March	18,524	769	4.15%
April	17,617	455	2.58%
May	18,361	452	2.46%

3.3 These figures take the number of page views where the customer could access local crime data, and compares them to the actual number of visits to Crimemapper giving a conversion rate which provides us with an indication of uptake for this information.

4. RECOMMENDATION

4.1 Members are asked to note this report.

M BAKER QPM BSc (Hons) MBA
Chief Constable

Members' Enquiries to: Mr John Jones, Assistant Chief Officer (01305) 223710
Press Enquiries to: Public Relations Officers (01305) 223780/3640