

19 February 2019 at 7.00 pm

Conference Room, Argyle Road, Sevenoaks



Policy & Performance Advisory Committee

Supplementary Agenda

At the above stated meeting, the attached presentation was tabled for the following item.

	Pages	Contact
8. Customer Experience Project	(Pages 1 - 12)	Amy Wilton Tel: 01732 227280

If you wish to obtain further factual information on any of the agenda items listed above, please contact the named officer prior to the day of the meeting.

Should you need this agenda or any of the reports in a different format, or have any other queries concerning this agenda or the meeting please contact Democratic Services on 01732 227000 or democratic.services@sevenoaks.gov.uk.

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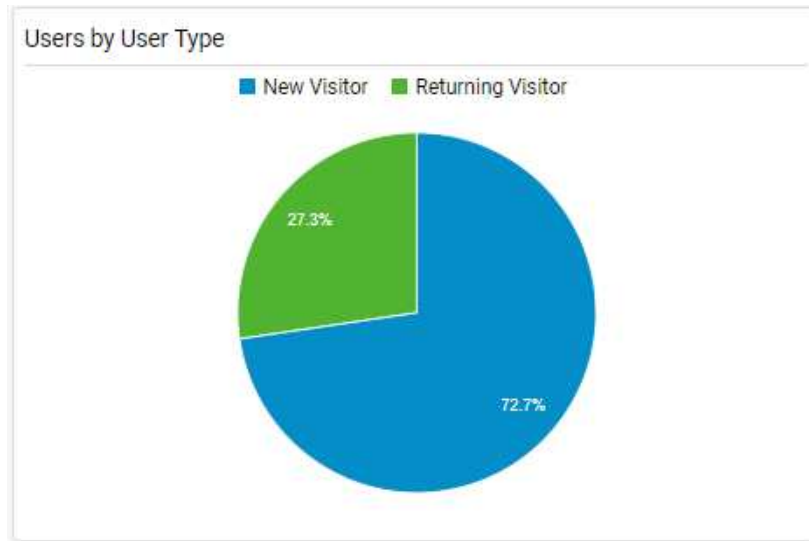
Website update

Policy and Performance Advisory Committee - 19 February 2019

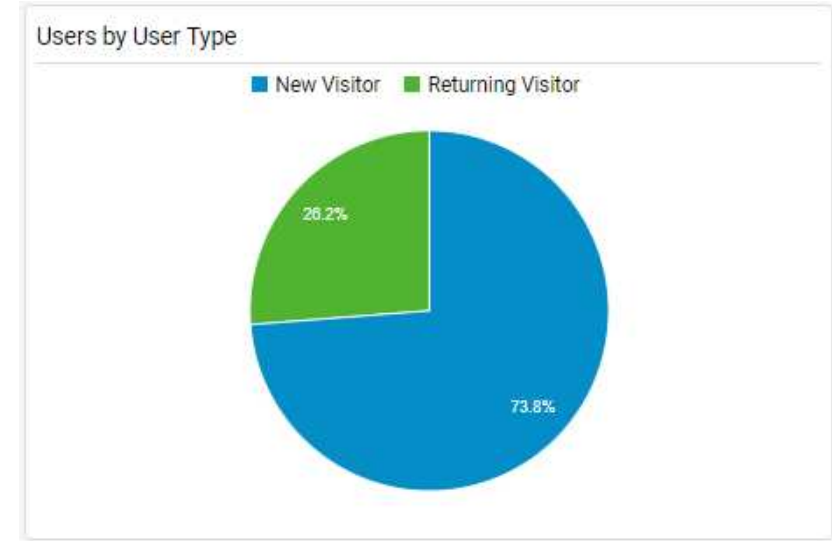
New vs returning visitors



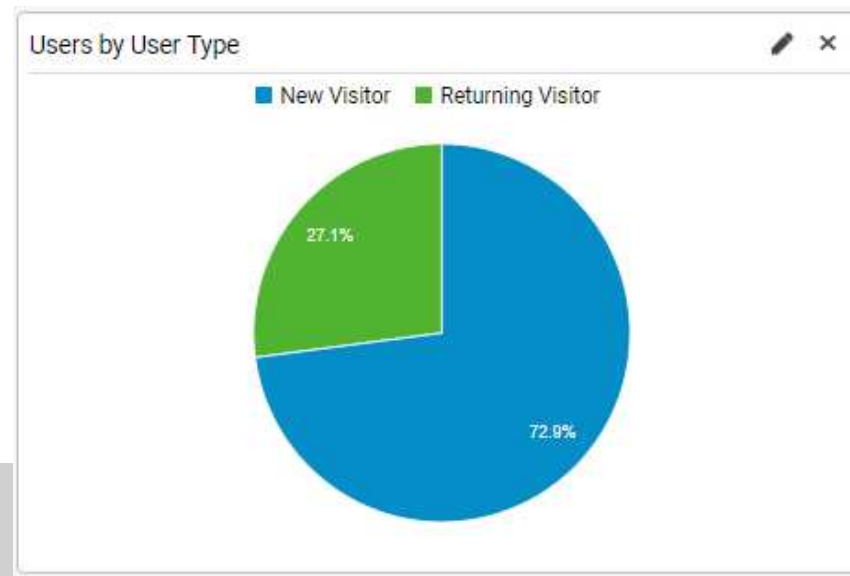
1 Jul – 31 Dec 2017



1 Jan – 30 June 2018



1 Jul – 31 Dec 2018



Users, visits (sessions) & average pages per visit

1 July – 31 Dec 2017

Total number of visits (sessions)

232,355

% of Total: 100.00% (232,355)



Total website users

125,383

% of Total: 100.00% (125,383)



Average no. of pages viewed per visit

5.30

Avg for View: 5.30 (0.00%)



1 Jan – 30 Jun 2018

Total number of visits (sessions)

287,855

% of Total: 100.00% (287,855)



Total website users

148,941

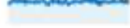
% of Total: 100.00% (148,941)



Average no. of pages viewed per visit

6.50

Avg for View: 6.50 (0.00%)



1 Jul – 31 Dec 2018

Total number of visits (sessions)

300,483

% of Total: 100.00% (300,483)



Total website users

155,840

% of Total: 100.00% (155,840)



Average no. of pages viewed per visit

6.72

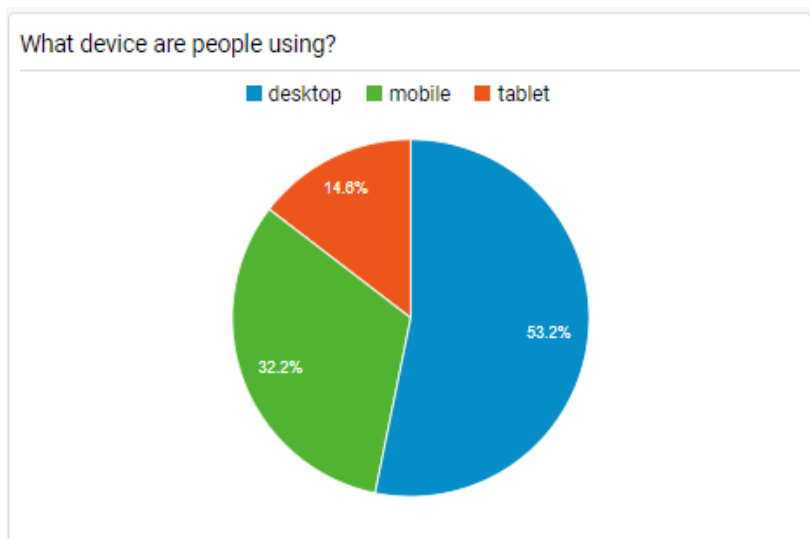
Avg for View: 6.72 (0.00%)



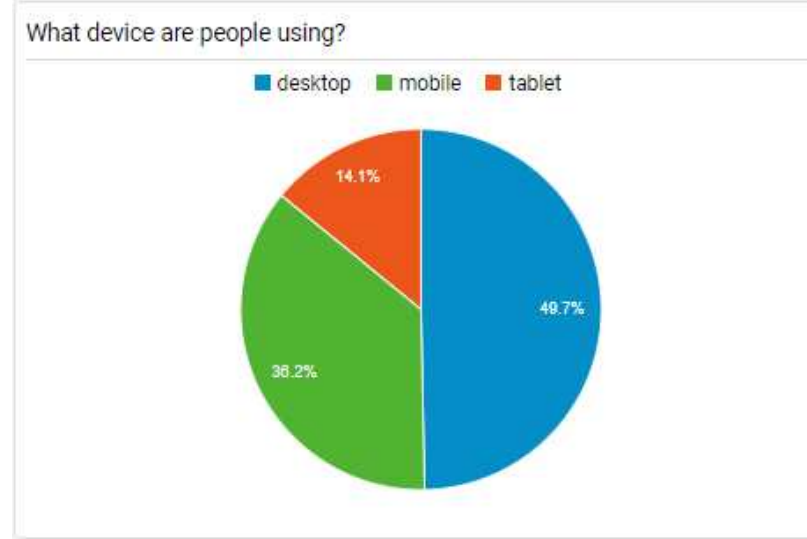
What device are people using?



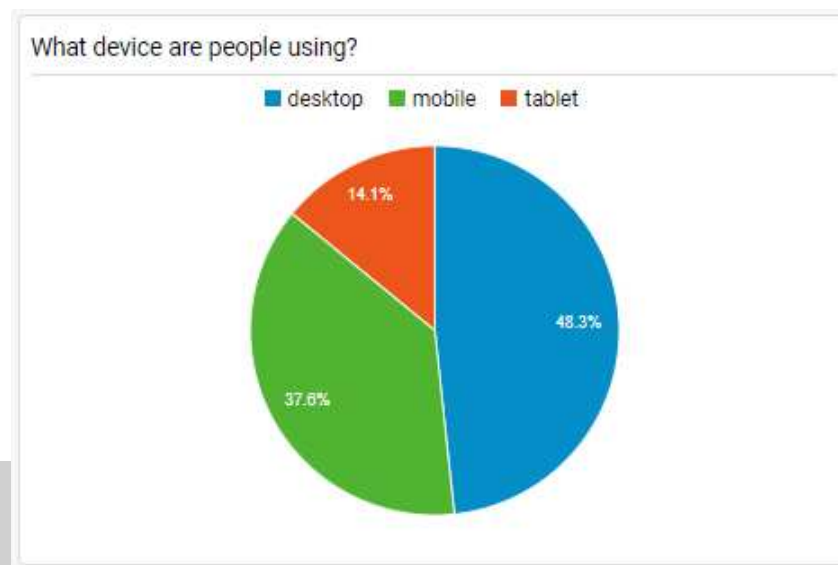
1 Jul – 31 Dec 2017



1 Jan – 30 Jun 2018

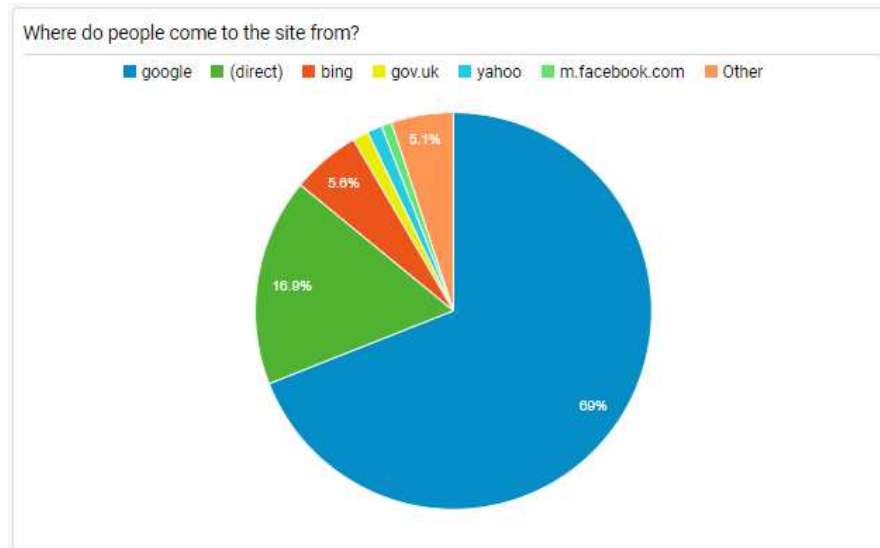


1 Jul – 31 Dec 2018

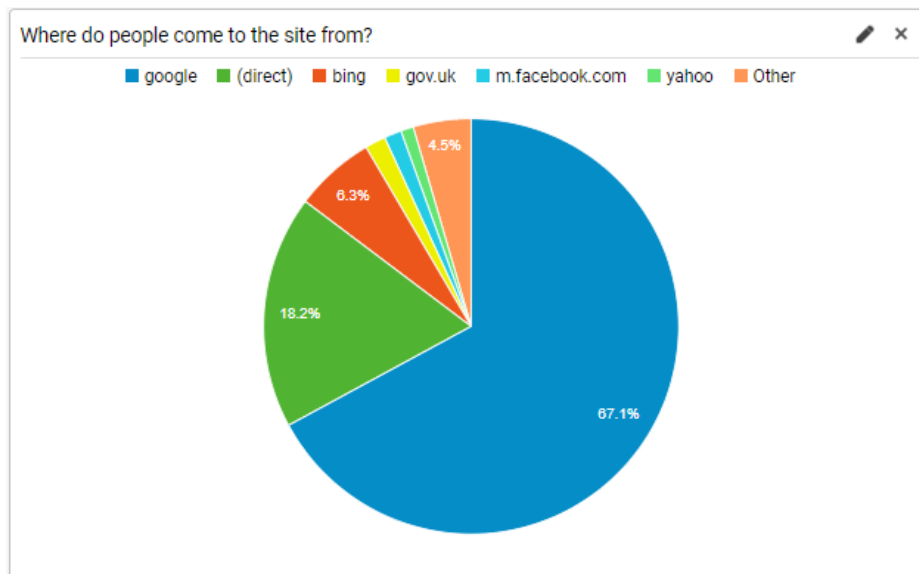


Where do people come to the site from?

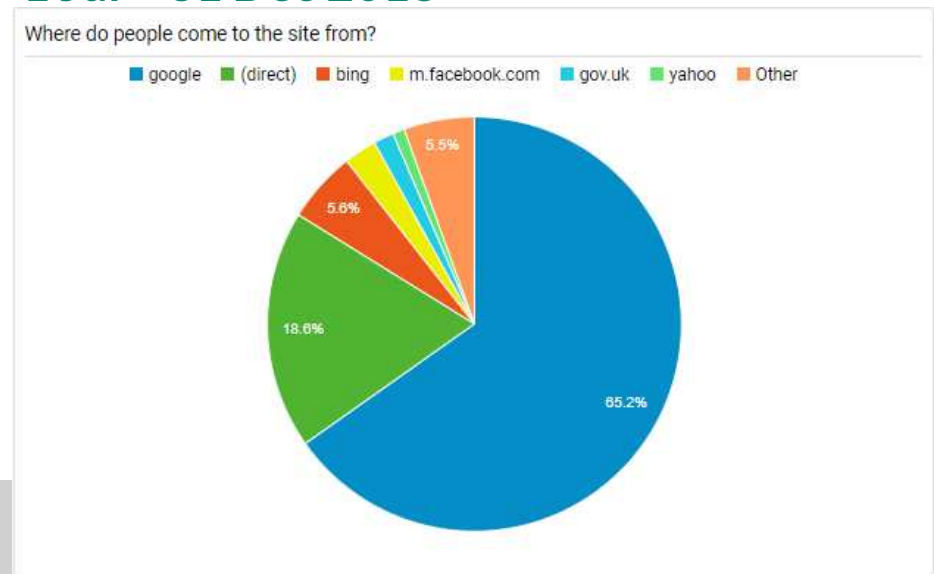
1 Jul – 31 Dec 2017



1 Jan – 30 Jun 2018



1 Jul – 31 Dec 2018



Top 25 most visited pages



1 January – 31 December 2018

	Page	Pageviews	Unique Pageviews	Avg. Time on Page (secs)	Entrances	% Exit
1	www.sevenoaks.gov.uk/	329,791	143,948	00:00:28	111,814	13.88%
2	www.sevenoaks.gov.uk/info/20013/planning_applications/14/view_a_planning_application_file	230,221	104,959	00:00:55	46,581	36.47%
3	www.sevenoaks.gov.uk/info/20013/planning_applications	153,661	69,607	00:00:11	31,358	3.66%
4	www.sevenoaks.gov.uk/info/20000/rubbish_and_recycling	131,815	52,343	00:00:12	37,876	12.13%
5	maps.sevenoaks.gov.uk/crowdsourcing-polling-master/index.html?appid=af73a66186e540abb2cf0918f37a13e1	89,080	29,642	00:01:19	12,181	27.11%
6	www.sevenoaks.gov.uk/info/20008/planning	79,086	37,892	00:00:09	11,420	2.74%
7	www.sevenoaks.gov.uk/info/20000/rubbish_and_recycling/162/garden_waste_collection	65,324	23,461	00:00:49	11,720	25.34%
8	www.sevenoaks.gov.uk/info/20006/planning_and_building_control	50,055	25,246	00:00:05	3,474	1.57%
9	www.sevenoaks.gov.uk/info/20069128/new_local_plan/389/draft_local_plan_consultation	49,724	16,881	00:00:21	7,356	8.44%
10	www.sevenoaks.gov.uk/info/20005/council_tax	48,202	19,299	00:00:16	11,259	5.68%
11	www.sevenoaks.gov.uk/contact	44,182	22,847	00:00:43	3,655	31.71%
12	www.sevenoaks.gov.uk/draftlocalplan	43,523	13,890	00:00:20	11,148	10.39%
13	www.sevenoaks.gov.uk/info/20003/your_council/364/contact_us	38,211	17,988	00:00:34	13,524	34.21%
14	www.sevenoaks.gov.uk/directory/1/car_parking_locations_and_charges/category/9	37,761	7,269	00:00:08	611	4.10%
15	www.sevenoaks.gov.uk/info/20005/council_tax/27/make_a_council_tax_payment	36,383	14,604	00:00:41	3,179	22.19%
16	www.sevenoaks.gov.uk/info/20003/your_council/204/jobs_and_working_for_the_council	33,713	13,807	00:00:24	6,879	31.59%
17	www.sevenoaks.gov.uk/info/20011/parking	30,964	11,475	00:00:19	6,683	15.14%
18	www.sevenoaks.gov.uk/info/20005/council_tax/19/council_tax_bands_and_charges	29,906	9,817	00:00:21	5,620	9.84%
19	sevenoaks.gov.uk/	29,287	13,263	00:00:18	12,734	26.08%
20	www.sevenoaks.gov.uk/directory/1/car_parking_locations_and_charges	29,244	9,906	00:00:11	6,560	7.77%
21	www.sevenoaks.gov.uk/info/20014/planning_policy	27,583	11,559	00:00:11	2,194	2.32%
22	www.sevenoaks.gov.uk/info/20042/emergencies/271/snow_and_freezing_weather	23,652	9,627	00:00:39	1,666	28.00%
23	www.sevenoaks.gov.uk/info/20000/rubbish_and_recycling/159/book_a_large_item_collection	23,590	8,481	00:01:06	5,243	28.20%
24	www.sevenoaks.gov.uk/info/20069128/new_local_plan/247/introduction_to_the_new_local_plan	23,236	7,399	00:00:30	2,474	7.22%
25	www.sevenoaks.gov.uk/info/20013/planning_applications/13/comment_on_a_planning_application	22,794	10,271	00:00:32	861	21.02%

Downloads

Top 25 downloads

1 January – 31 December 2018



	Download name	Total downloads	Unique downloads
1	building_control_fees_from_1_april_2017.pdf	2,317	2,086
2	housing_register_allocation_policy.pdf	2,298	1,789
3	policies_map_legend.pdf	1,929	1,729
4	map_1a_%E2%80%93_north_west.pdf	1,555	1,338
5	council_tax_charges_201819.pdf	1,492	1,369
6	appendix_2d_%E2%80%93_category_4_sites_greenfield_sites_in_the_green_belt_adjacent_to_identified_settlements.pdf	1,445	1,186
7	core_strategy_adopted_version_february_2011.pdf	1,423	1,289
8	building_notice_application_form.pdf	1,203	995
9	green_belt_assessment.pdf	1,135	1,029
10	the_allocations_and_development_management_plan_adopted_version_february_2015.pdf	1,114	978
11	parking_application_enquiry_form.pdf	1,098	908
12	map_1b_%E2%80%93_north_east.pdf	1,062	930
13	council_tax_charges_201718.pdf	1,043	982
14	map_2b_%E2%80%93_central_east.pdf	972	845
15	map_2a_%E2%80%93_central_west.pdf	957	817
16	conservation_area_map.pdf	881	804
17	full_plans_application_form.pdf	875	746
18	green_belt_supplementary_planning_document.pdf	835	757
19	charging_schedule.pdf	817	710
20	appendix_2a_%E2%80%93_category_1_sites_within_identified_settlements.pdf	805	690
21	appendix_2e_%E2%80%93_category_5_sites_greenfield_sites_in_the_green_belt_in_rural_locations.pdf	790	694
22	appendix_2c_%E2%80%93_category_3_sites_partial_brownfield_sites_in_the_green_belt.pdf	750	669
23	map_3a_%E2%80%93_south_west.pdf	734	638
24	draft_local_plan_site_appraisals_yellow_category_included_in_the_plan_subject_to_further_information_being_provided.pdf	713	610
25	planning_enforcement_register	711	570

Online Transactions

Online Transactions



Online Form	Total 28 Mar – 31 Oct 17	Total 1 Nov 17- 16 May 18	Total 1 Jan – 30 Jun 18	Total 1 Jul – 31 Dec 18
Business Rates - total forms completed	86	111	51	40
Bulky Waste Collection/Large Item	478	580	601	563
Fly Tipping	354	387	*0	359
Garden Waste Additional Bin	50	16	19	2
Garden Waste New Permits	490	347	459	269
Garden Waste Permit Renewals	1236	1570	1842	1823
Garden Waste Surrender of Bins	13	20	19	22
Missed Collection	320	609	671	360
Pest Control (<i>form removed Aug 2018</i>)	120	65	85	25
Noise Complaints (<i>form removed June 2017</i>)	15	0	0	0
Lost Dog (<i>form removed June 2017</i>)	20	1	0	0
Council Tax	2876	2966	2647	2729
Total forms completed	6058	6672	**6394	6192
Total registered My Account Users at end of December 2018:				10350

* No data available for this time period.

** Excludes fly tipping as data unavailable for this period.

Questions?

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