

Kent.gov.uk

Background

- Current website was launched in **March 2014**, following **design principles** established by the Government Digital Service.
- Aim was to make it as **easy as possible** for residents to successfully complete “tasks” on our website.
- **3,000 web pages** covering over 300 KCC services and averages around **880,000 page views** per month

Website usage data

Website traffic (current)



Page Views

880,000
monthly average



Sessions

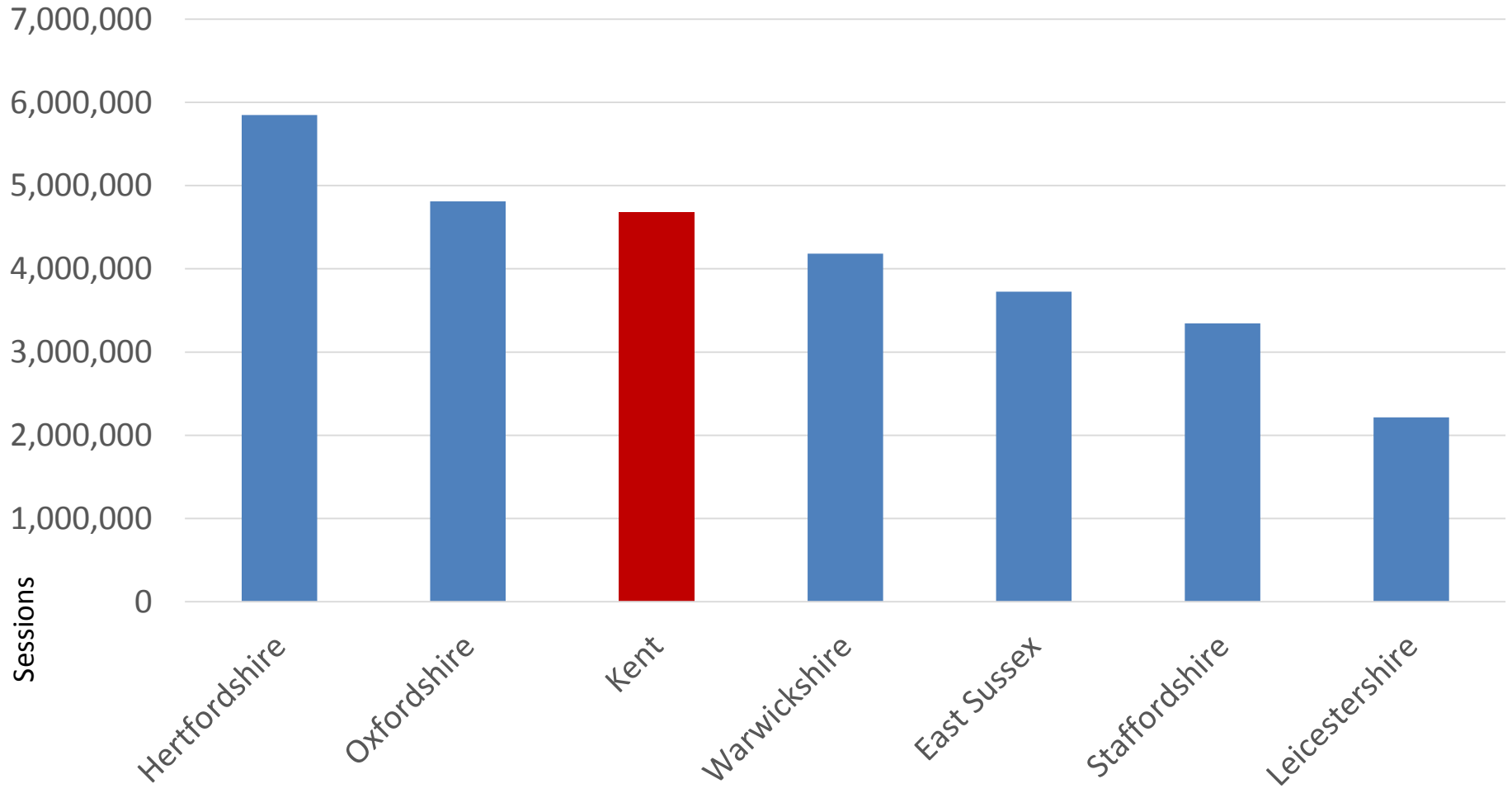
402,000
monthly average



Users

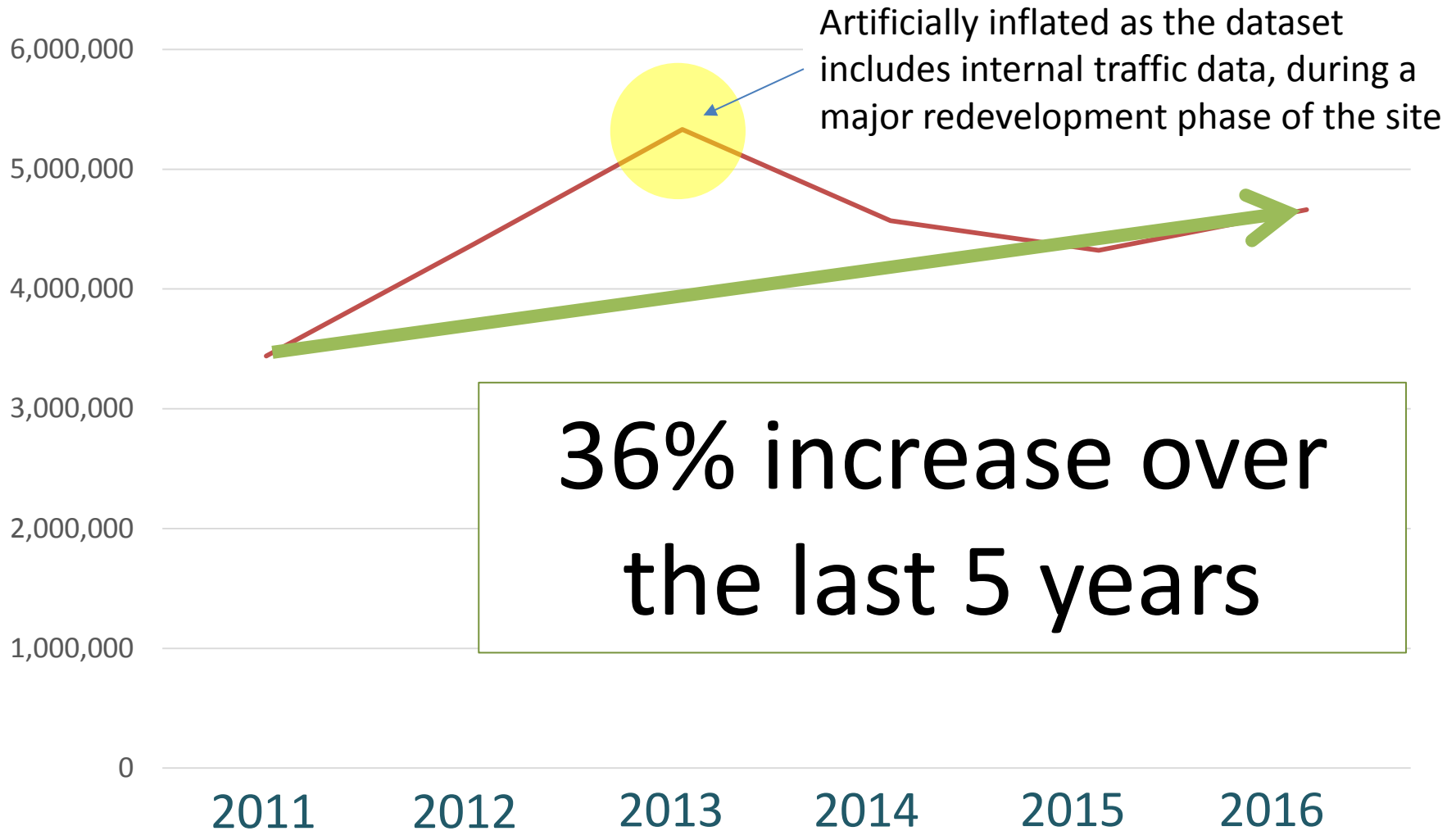
216,000
monthly average

Compared to other County Councils



Source: SOCTIM, Better Connected website. Data is for Aug 2014 to Sept 2015

Website traffic (historic)

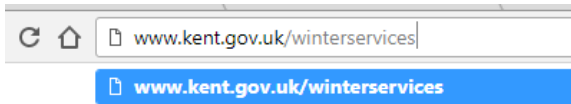


How do people find our website?



Search engines
(Organic)

65%



Typing in our address
(Direct)

19%



From a different website
(Referral)

9%

Now Viewing: [Home](#) > Kent County Council Services

Kent County Council Services

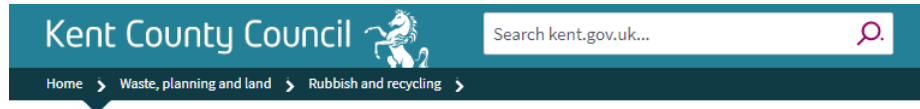
The most commonly-reported problems looked after by:

- [Street lights](#)
- [Pavements](#)
- [Potholes](#)

Paid search (3%)
Social media (3%)
Emails (1%)
Other (1%)

8%

Our website is designed to be found



Find your nearest tip

Household waste recycling centres, or tips, are provided for residents to get rid of **household waste only**. You cannot bring business waste. Find out [where to dispose of business and commercial waste](#).



For example:

“tip”

or:

“Household waste recycling centre”

Higher search engine rankings

maidstone tip

All Maps News Shopping Images More Settings Tools

About 418,000 results (0.49 seconds)



A privacy reminder from Google

REMIND ME LATER

REVIEW

Maidstone Household Waste Recycling Centre - Kent County Council

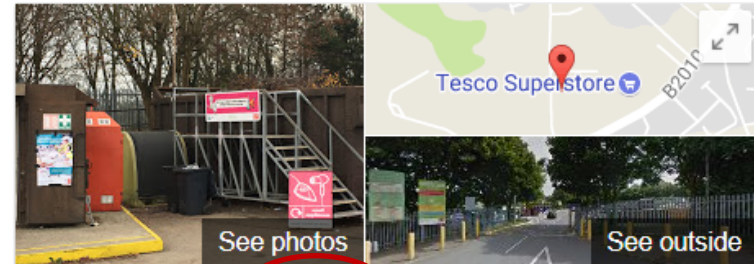
<https://www.kent.gov.uk/waste-planning-and-land/rubbish-and...tip/maidstone>

Maidstone household waste tip, when it's open, what you can take and who can use it.

Vehicle restrictions and vouchers - Kent County Council

<https://www.kent.gov.uk/waste-planning-and.../vehicle-restrictions-and-vouchers>

Find out which vehicles can enter household waste tips and apply for vehicle vouchers.



Maidstone Tip

4.0 ★★★★★ 13 Google reviews

Recycling center in Maidstone, England

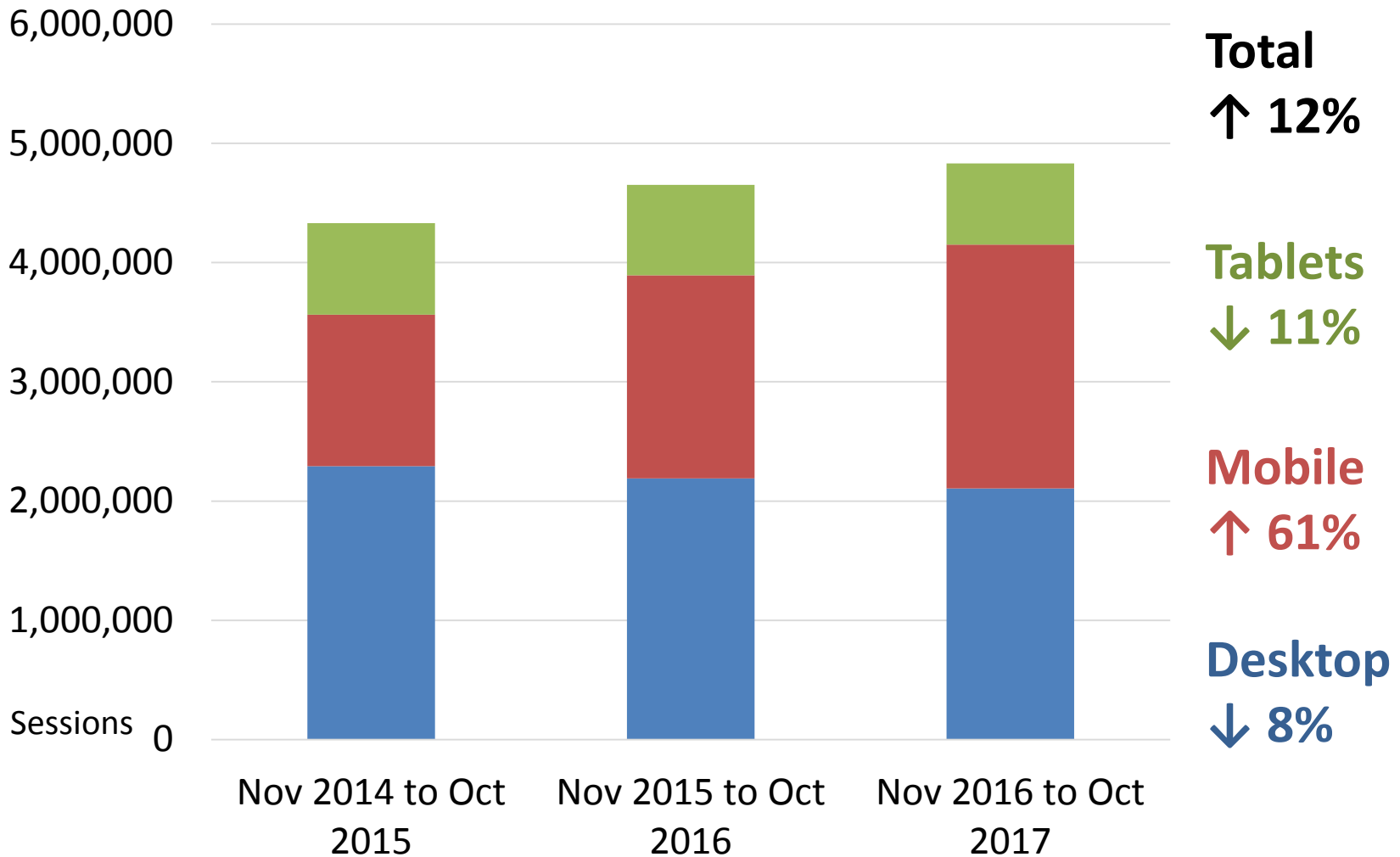
Address: Burial Ground Ln, Maidstone ME15 6RJ

Hours: Open today · 8am–4:30pm

Phone: 0300 041 7373

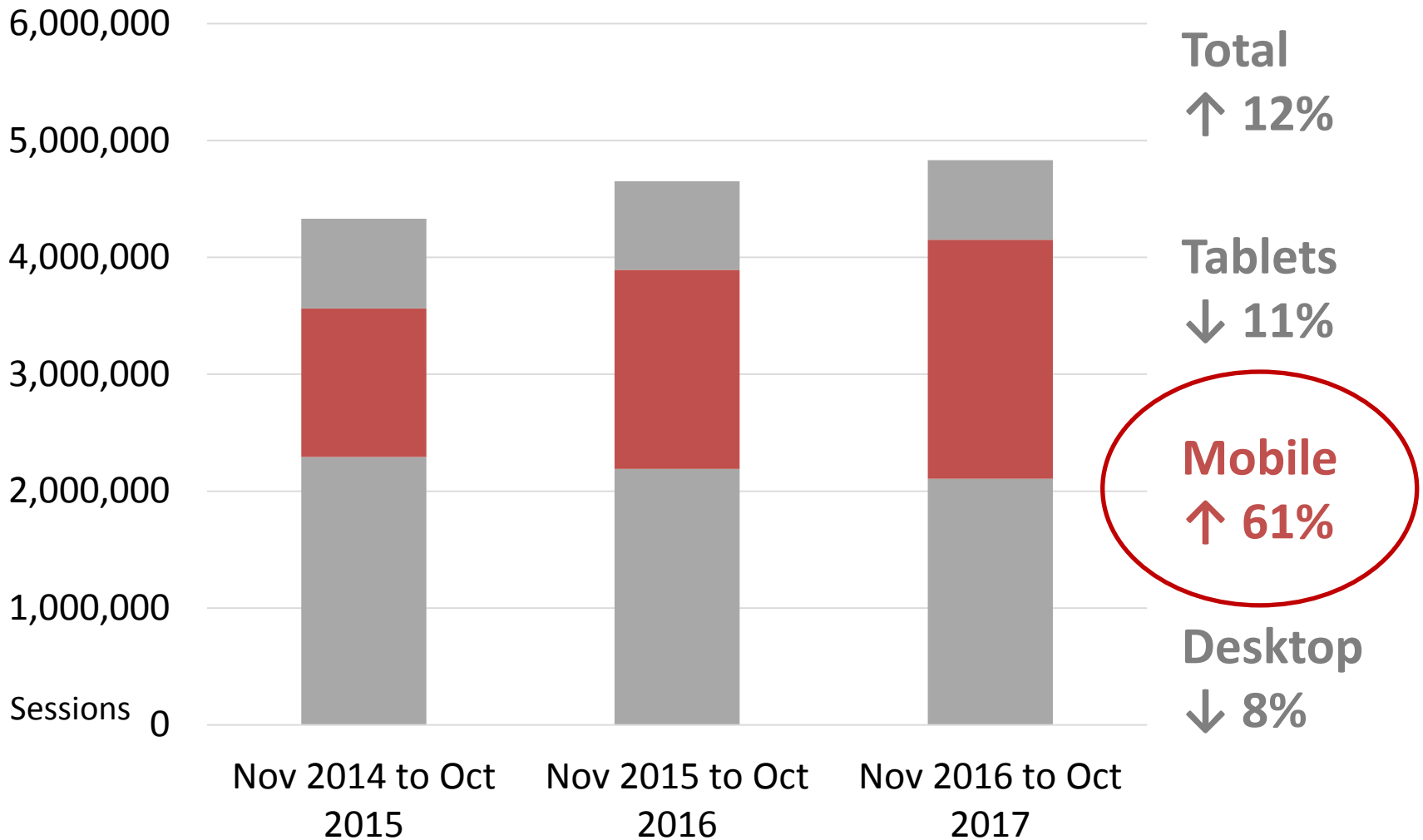
Our page appears at the top of the search result, even though our page is called “Household Waste Recycling Centre”

What devices do visitors use?



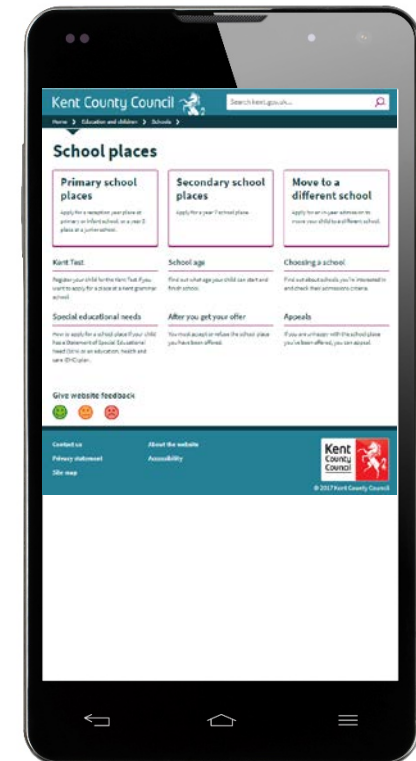
Oct 2017, 48% of sessions took place on mobile (39% desktop, 13% tablet)

What devices do visitors use?

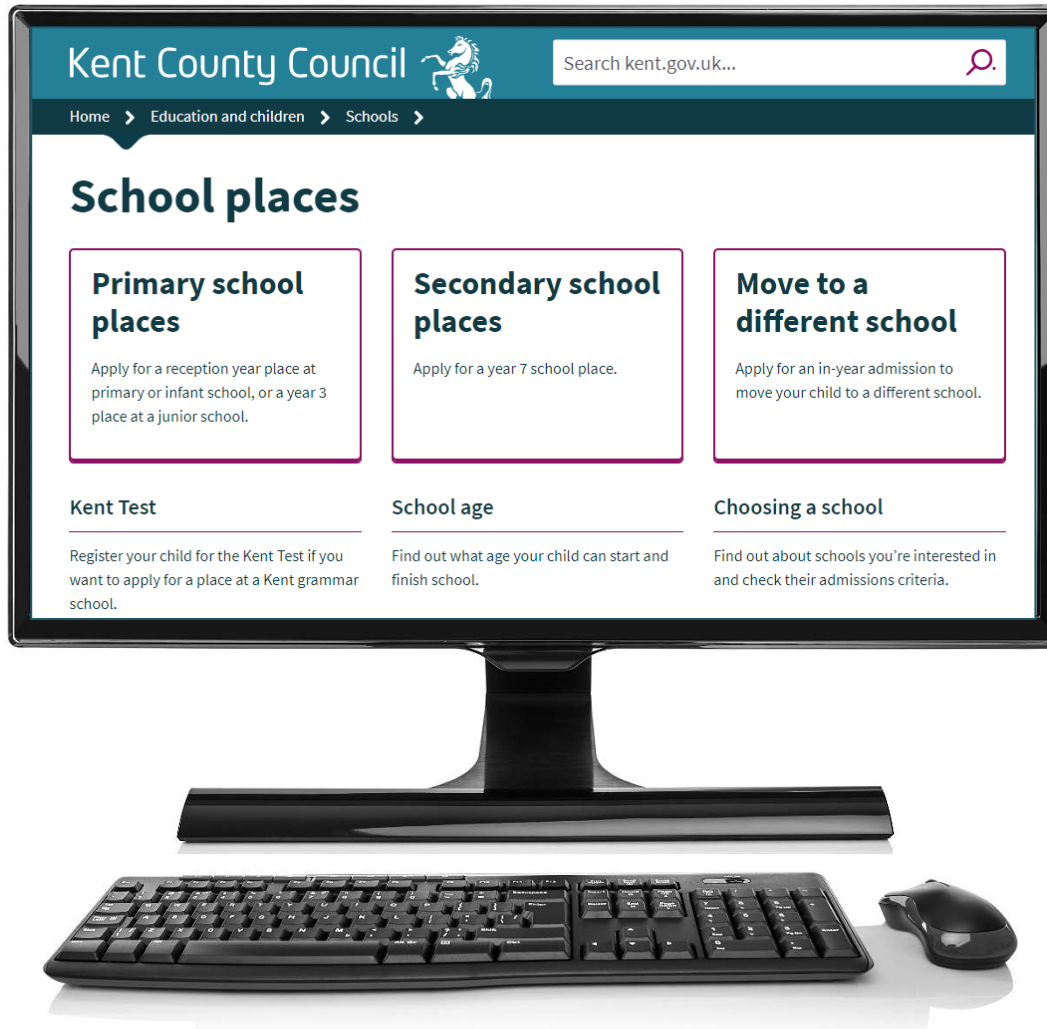


Oct 2017, 48% of sessions took place on mobile (39% desktop, 13% tablet)

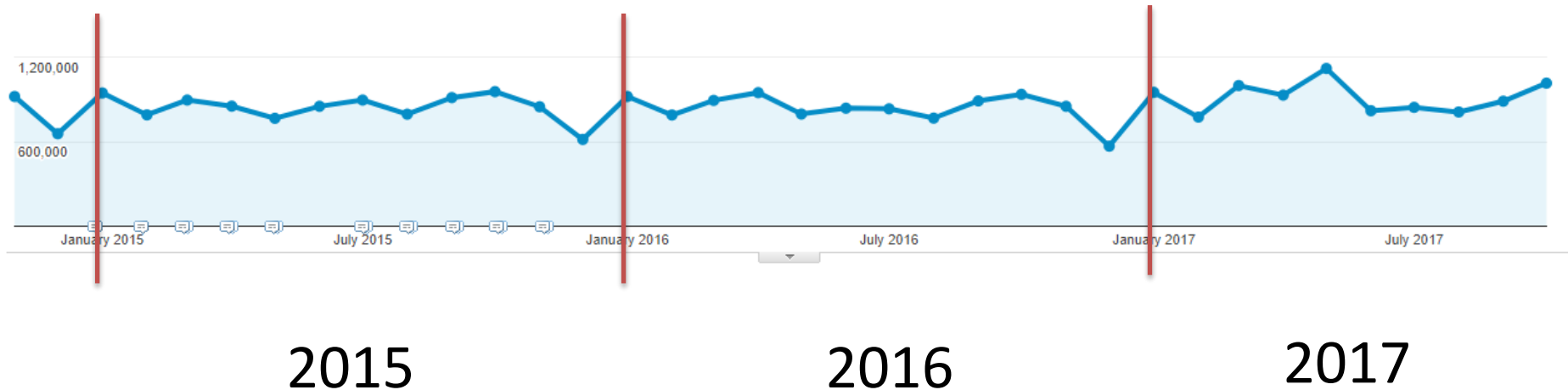
Designed to respond to the user's device



Designed to respond to the user's device



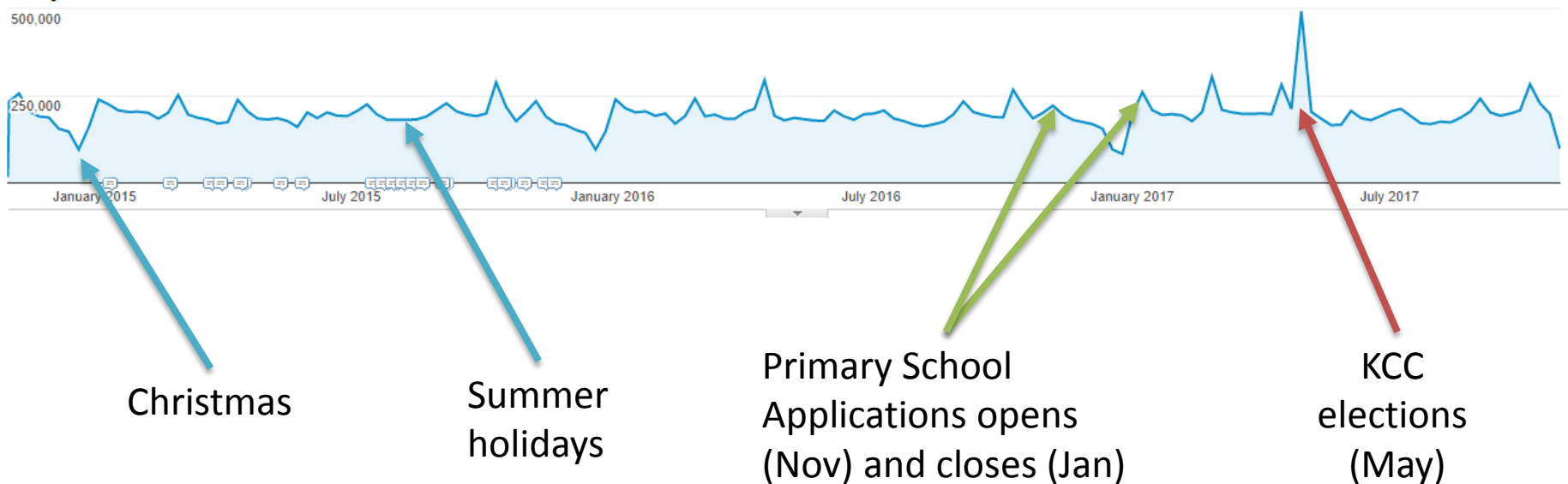
Seasonal patterns - monthly



Shows clear patterns of peaks and troughs throughout the year.

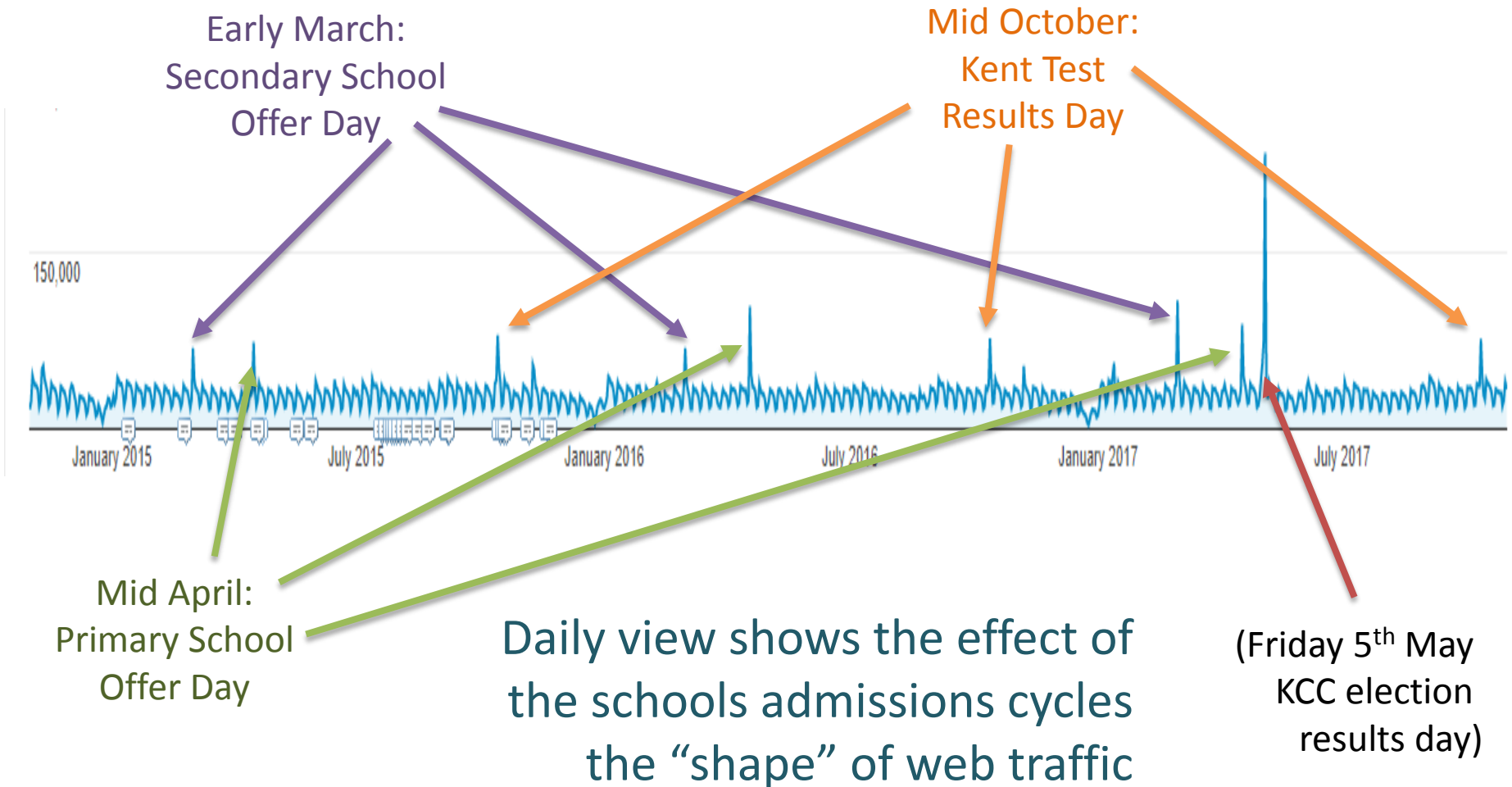
Seasonal patterns - Weekly

Weekly view identifies sharper peaks and troughs:



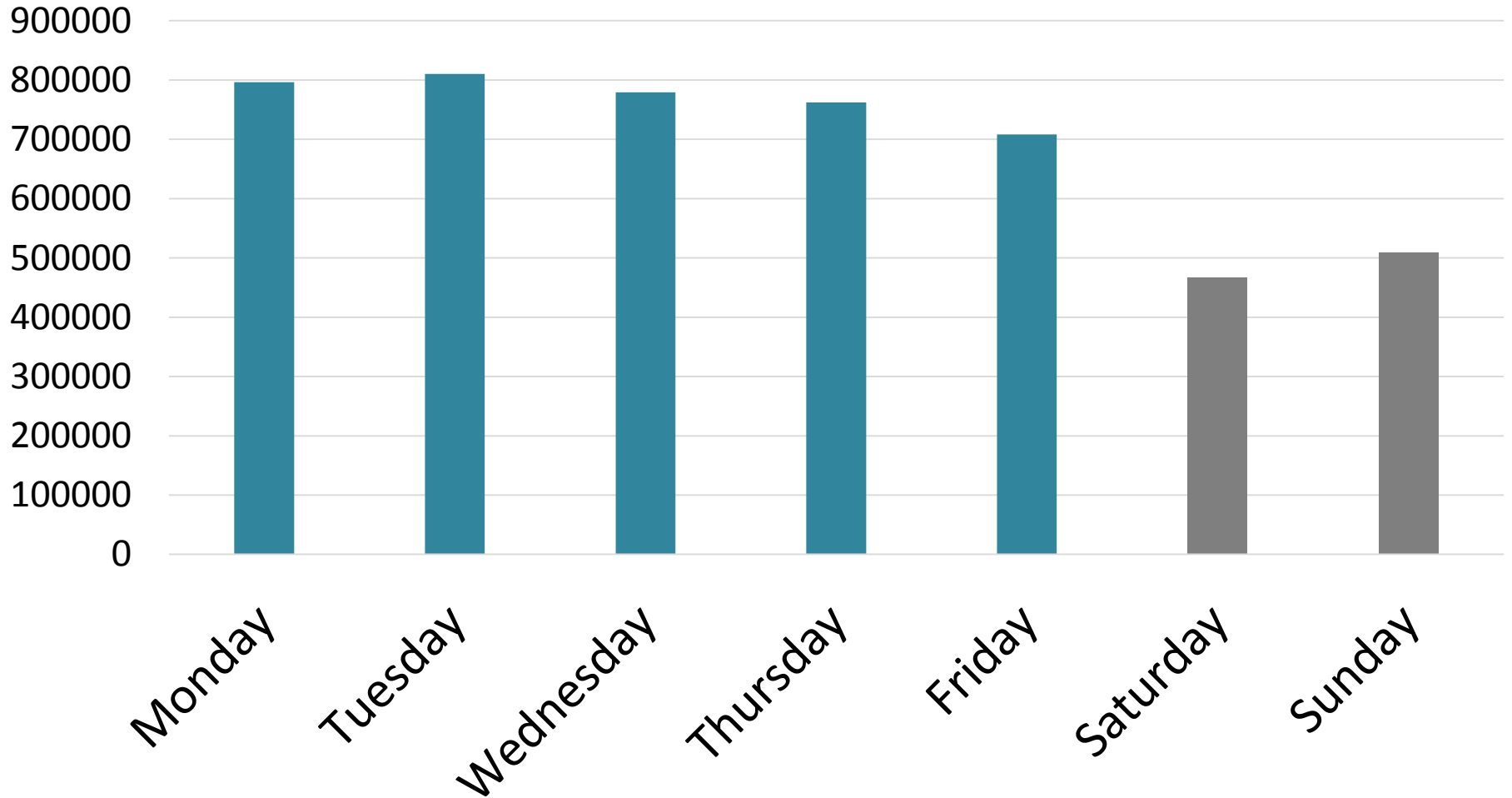
Data shown is for total (external) kent.gov.uk page views (November 2014 to October 2017)

Seasonal patterns - daily



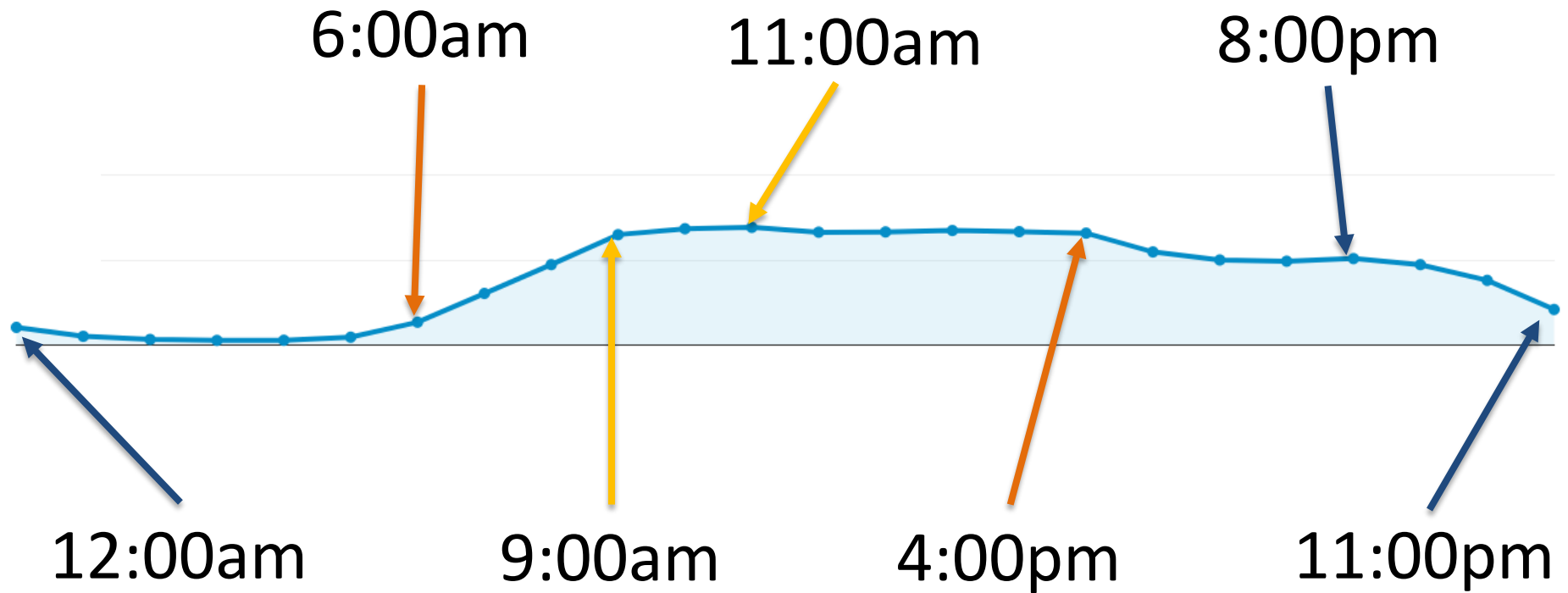
Data shown is for total (external) kent.gov.uk page views (November 2014 to October 2017)

Days of the week



Based on external kent.gov.uk sessions (November 2016 to October 2017)

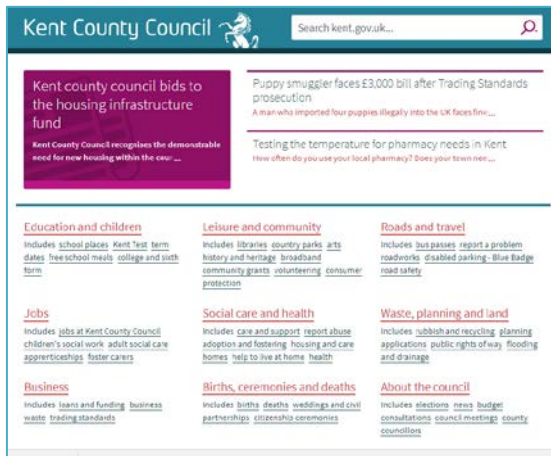
Time of day



Based on external kent.gov.uk sessions (November 2016 to October 2017)

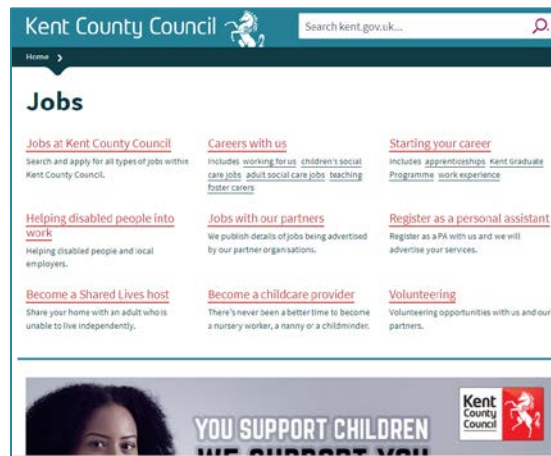
Top 3 pages (16/17)

Home page



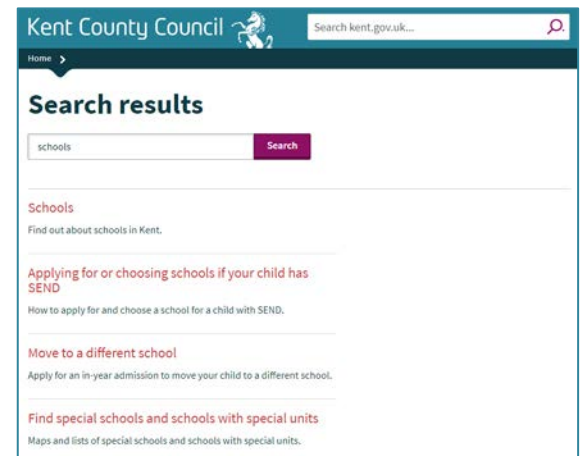
Less than **8%** of visitors entered our site through the home page

Jobs



Nearly **4%** of visitors entered our site through the jobs page

Search results



3.4% of visits to our website used the site search (65% Google!)



Drug driving leads to increase in serious injuries on Kent's roads

Figures released today show that drug driving has led to an increase in serious injuries o...

UK-first to clamp down on illegally parked HGVs

Kent County Council and Ashford Borough Council joined forces l...

Grand hotel, Folkestone, recognised for support to young people

Folkestone's Grand Hotel has received an Employer Chartermark...

Education and children

20%

includes [school places](#) [Kent Test te](#)
[es](#) [free school meals](#) [college a](#)
[m](#)

Leisure and community

11%

includes [libraries](#) [country parks](#) [arts](#)
[tory and heritage](#) [broadband](#)
[community grants](#) [volunteering](#) [cons](#)
[protection](#)

Roads and travel

13%

includes [bus passes](#) [report a problem](#)
[works](#) [disabled parking - Blue Badge](#)
[safety](#)

Jobs

8%

includes [jobs at Kent County Council](#)
[children's social work](#) [adult social](#)
[apprenticeships](#) [foster carers](#)

Social care and health

8%

includes [care and support](#) [report abus](#)
[ption and fostering](#) [housing and c](#)
[imes](#) [help to live at home](#) [health](#)

Waste, planning and land

8%

includes [rubbish and recycling](#) [planning](#)
[ations](#) [public rights of way](#) [flooding](#)
[ainage](#)

Business

2%

includes [loans and funding](#) [business](#)
[ate](#) [trading standards](#)

Births, ceremonies and deaths

3%

includes [births](#) [deaths](#) [weddings and](#)
[tnerships](#) [citizenship ceremonies](#)

About the council

11%

includes [elections](#) [news](#) [budget](#)
[tations](#) [council meetings](#) [county](#)
[llors](#)

Top service pages

1. Libraries main landing page (270k)
2. School term dates page
3. Primary school places page
4. Kent Test page
5. KCC Election Results page
6. Roadworks (map) page
7. Secondary school places page
8. General school places page
9. Renew a book
10. Report a problem (113k)

Together these 10 pages account for just under **17%** of all page views.

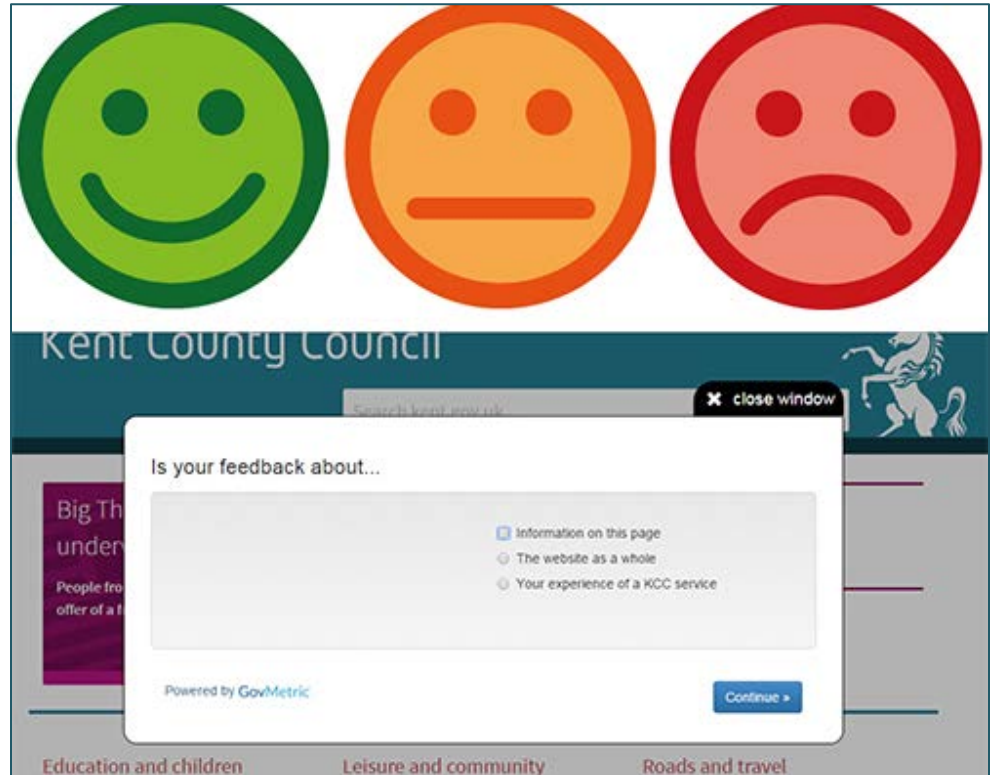
User Experience and Feedback

Designed for our customers



GovMetrics

- Tells us what people like and don't like.
- Averages around 1,200 ratings each month.
- In top ten for satisfaction (top three County Councils)



Website Exit Survey

- Tells us what people like and dislike about the website.
- About 1,000 responses received each month.
- Satisfaction with website last year ranged from 74% to 82% (PI = 65%).

Kent County Council Close [x]

WE NEED YOUR FEEDBACK

Your opinion is very important and will help us to improve our site. We have some questions that **should take only a few minutes**. Thank you in advance for your help!

By selecting YES, **an additional window will open**. Please do not close it if you would like to participate.

Better Connected assessments



Kent CC
www.kent.gov.uk

Better connected 2016-17:



Mobile standard:



Accessibility:



Better connected recent performance

2013



2014



2015



2015-16

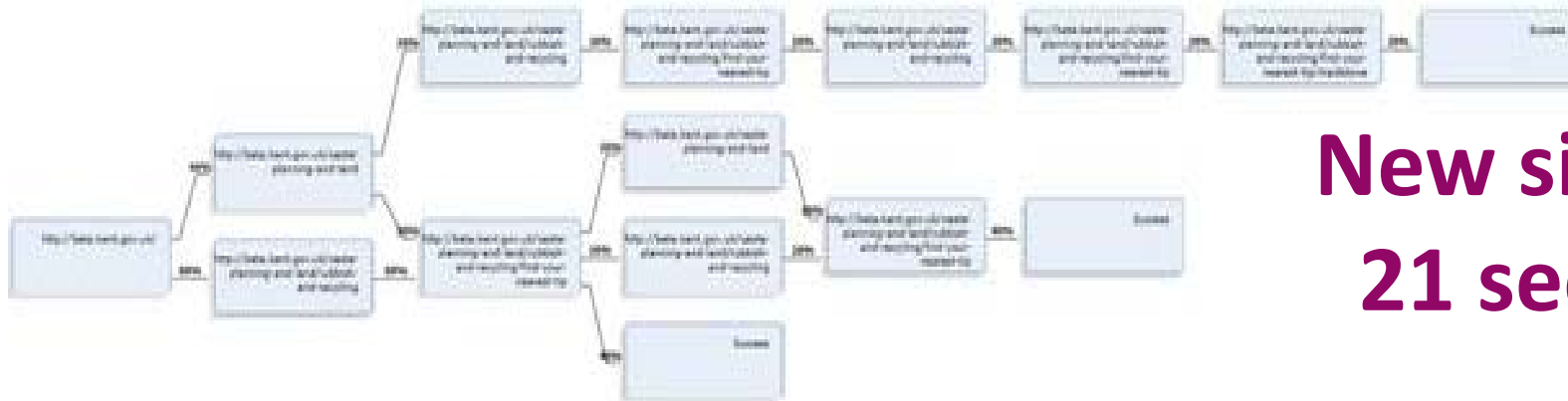


KCC is the only county council to have received 4-star ratings 5 years running

Customer Journey Mapping



**Old site:
42 secs**



**New site:
21 secs**

Where to get rid of household waste?



Libraries

[Find a library](#)

Search the online catalogue and reserve books, DVDs, CDs and other items.

[eBooks, eAudiobooks and eMagazines](#)

Find and borrow eBooks, eAudiobooks and eMagazines with your Kent library card and PIN.

[Library cards and PIN](#)

We can let you know your PIN and replace lost or damaged library cards.

[Clubs and activities in libraries](#)

Meet new people and make new friends at one of our clubs or activities. Search our database to find clubs and societies in Kent.

[Specialist library services](#)

For people with specific needs, such as music and drama collections for performing arts groups and services for disabled people.

[Renew books](#)

Renew your library books, DVDs, CDs and other items online, on our app, by phone or in person.

[Online reference library](#)

Access to over 50 free online subscriptions including encyclopedias, newspapers and eLearning resources with your library card.

[Find a library](#)

Find your local library and check its opening times and facilities or find out when and where our mobile libraries stop.

[Computer and internet access](#)

Book a library computer with your library card and PIN. Find out about free online courses and get help with using computers.

[Log in to your account](#)

Log in using your library card number and PIN to check your account, renew your books or browse the library catalogue.

[Join the library](#)

Get free access to over 2 million books, eBooks, audiobooks and online resources by joining the library.

[Library fines and charges](#)

Find out what we charge for borrowing items and for returning items late.

[Ask a Kent Librarian](#)

If you need help with research, homework or a library service our librarians are here to answer your questions.



Follow Kent libraries, registrations and archives on Facebook

Give website feedback



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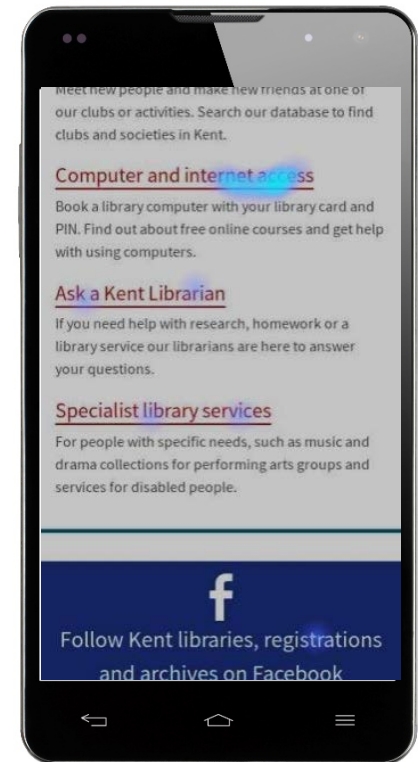
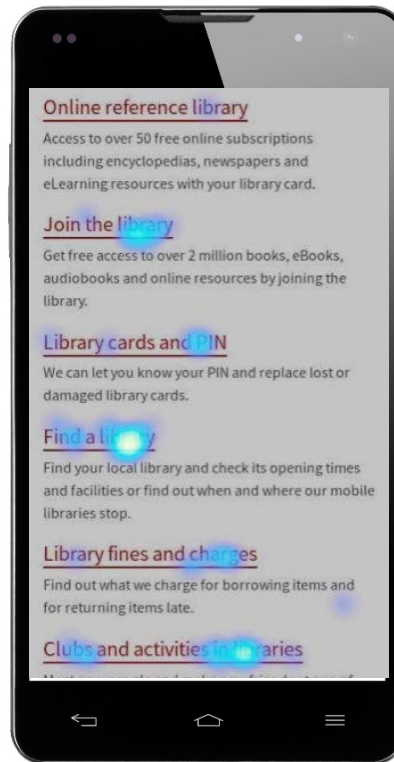
Heatmap

The heatmap shows how the first three menu items are the most clicked on.

It also shows that there are a large number of landing page menu items that aren't clicked on as much.

Heatmap

Same result for mobile:





Find and reserve a book

Use the online catalogue to find and reserve library books, DVDs, CDs and other items.

[Search the catalogue now >](#)

You can also reserve items:

- with our Kent Libraries app from the Apple Store, Google Play, or Blackberry World
- at a library.

We will contact you when your item is ready for collection and will give you 7 days to collect it. If you don't collect it within 7 days it will be returned to the shelves for other people to borrow.


If your local library doesn't have what you're looking for, you can order it from a different library.

Charges for reserving an item

- No charge if we get the item from a Kent library.
- £3 if we get the item from a SELMS partner library.
- £4 if we get the item from other libraries.
- No charge if you have an exempt card (for people with disabilities or mental health problems).

You still have to pay the reservation charge even if we cannot get the item for you.


Heatmap

Kent County Council  Search kent.gov.uk...

Home > Leisure and community > Libraries >

Find and reserve a book

Use the online catalogue to find and reserve library books, DVDs, CDs and other items.

Search 

You can also reserve items:

- with our Kent Libraries app from the [Apple Store](#), [Google Play](#), or [Blackberry World](#)
- at a [library](#).

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- £4 if we get the item from other libraries.
- No charge if you have an [exempt card](#) (for people with disabilities or mental health problems).

You still have to pay the reservation charge even if we cannot get the item for you.

Give website feedback

Users are using the button to go straight through to the online catalogue.

User Panels & Testing

- Panel invited to participate in an online card-sort exercise.
- Results are used to build an initial navigation.
- This is then tested with users....



Libraries

[Log in to your library account](#)

[Renew a book](#)

[Find and reserve a book](#)

[Find a library](#)

Find your local library and check its opening times and facilities, or find out when and where our mobile libraries stop.

[Clubs and activities in libraries](#)

Meet new people and make new friends at one of our clubs or activities. Search our database to find clubs and societies in Kent.

[eBooks, eAudiobooks and eMagazines](#)

Find and borrow eBooks, eAudiobooks and eMagazines with your library card and PIN.

[Join, library cards and PIN](#)

How to join the library, get your PIN and replace lost or damaged library cards.

[Borrowing](#)

How to borrow items, fines and charges, and information about services for the elderly and disabled.

[Computer and internet use](#)

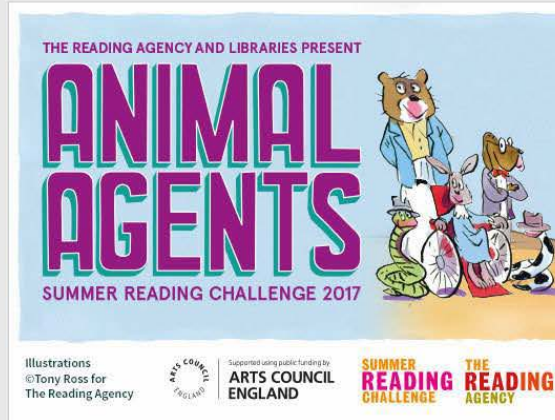
Book a library computer with your library card and PIN. Find out about free online courses and get help with using computers.



54% success rate

Free summer fun for families

Look out for The Big Friendly Read, Summer Reading Challenge in all Kent libraries this summer, starting on Saturday 22 July and runs right through until 16 September 2017.



THE READING AGENCY AND LIBRARIES PRESENT

ANIMAL AGENTS

SUMMER READING CHALLENGE 2017

Illustrations
© Tony Ross for
The Reading Agency

ARTS COUNCIL
ENGLAND

SUMMER READING CHALLENGE

THE READING AGENCY

Libraries



Log in to your library account

Log in using your library card number and PIN to check your account, renew your books or browse the library catalogue.

Find a library

Find your local library and check its opening times and facilities, or find out when and where our mobile libraries stop.

Clubs and activities in libraries

Meet new people and make new friends at one of our clubs or activities. Search our database to find clubs and societies in Kent.

Renew a book

Renew your library books, DVDs, CDs and other items online, on our app, by phone or in person.

eBooks, eAudiobooks and eMagazines

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Join, library cards and PIN

How to join the library, get your PIN and replace lost or damaged library cards.

Find and reserve a book

Search the online catalogue and reserve books, DVDs, CDs and other items.

Borrowing

How to borrow items, fines and charges, and information about services for the elderly and disabled.

Computer and internet use

Book a library computer with your library card and PIN. Find out about free online courses and get help with using computers.



72% success rate

Free summer fun for families

Look out for The Big Friendly Read, Summer Reading Challenge in all Kent libraries this summer, starting on Saturday 22 July and runs right through until 16 September 2017.



THE READING AGENCY AND LIBRARIES PRESENT

ANIMAL AGENTS

SUMMER READING CHALLENGE 2017

Illustrations © Tony Ross for The Reading Agency

Supported using public funding by ARTS COUNCIL ENGLAND

SUMMER READING CHALLENGE THE READING AGENCY

Libraries

[Log in to your library account](#)

Use your library card number and PIN to check your account, renew books or browse the catalogue.

[Find a library](#)

Find your local library and check its opening times and facilities or find out when and where our mobile libraries stop.

[Clubs and activities](#)

Meet people, learn skills and find new hobbies. Search for clubs and groups.

[Computers and online research](#)

Includes [book a computer](#) [reference and research](#) [Ask a Kent Librarian](#)

[Renew a book](#)

Renew library items online, using our app, by phone or in person.

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How to join the library, get your PIN and replace lost or damaged library cards.

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Search the online catalogue and reserve books, DVDs, CDs and other items.

[Borrow library items](#)

How to borrow items, fines and charges, and services for the elderly and disabled.

[Online reference library](#)

Access to over 50 free online subscriptions including encyclopedias, newspapers and eLearning resources with your library card.





Libraries



[Log in to your library account](#)

Use your library card number and PIN to check your account, renew books or browse the catalogue.

[Find a library](#)

Opening times, facilities and contact details for libraries and mobile libraries stops.

[Clubs and activities](#)

Includes [log in to your library account](#) [eBooks, eMagazines and audiobooks](#) [join the library](#) [renew a book](#)

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Renew library items online, using our app, by phone or in person.

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[Borrow library items](#)

How to borrow items, fines and charges, and services for the elderly and disabled.

[Computers and online research](#)

Book a computer, find internet and computer training. Reference and research sites for library members.

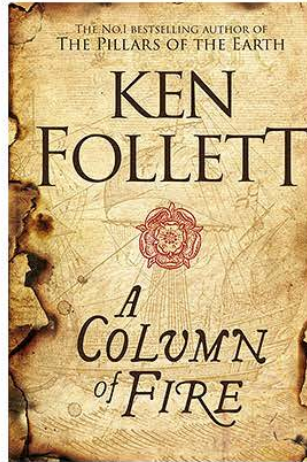


Read your favourite magazines for free

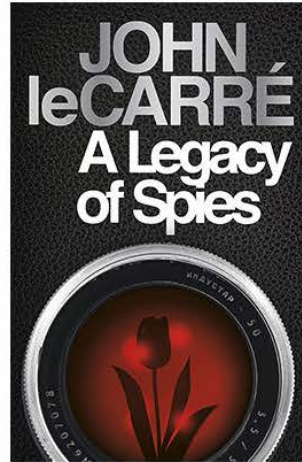
As part of your library membership you can read magazines online or download and keep them for as long as you want.



Recommendations



A Column of Fire
by Ken Follett



A Legacy of Spies
by John Le Carre



Don't Let Go
by Harlan Coben

Give website feedback



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Helping our residents

(to do what they need to do on our website)

Web Chat

Web Chat (a tool provided by Agilisys) helps people to get their queries answered more conveniently online, and so avoid the need to call the Contact Centre.

- Speed awareness
- Young person's travel pass
- Report a problem on the road or pavement
- Dropped kerbs



Young person's travel pass

Weekday bus travel in Kent for 11-16 year olds.

Apply or renew

Who can get one



Cost



When you can apply


You can apply for full year and first half year passes from 5 June 2017. To guarantee the pass can be collected from your child's school on the first day of term, you must complete your application by 14 July 2017. We will process any applications received after this date within 28 working days of receipt. Applications for first half year passes will close on 1 December 2017.


You can apply for second half year passes from 20 November 2017. You will need to apply by 5 January 2018 to ensure your child's pass is ready for the start of the new school term.


You'll receive your pass within 28 working days of us receiving your application.

[Terms and conditions \(PDF, 81.0 KB\)](#) apply.

You can also find information about the pass in our [leaflet for parents and students \(PDF, 96.6 KB\)](#).

[Collecting your pass](#) 

[Using your pass](#) 

[Lost or damaged passes or changes to your details](#) 

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KCC on Twitter



KCC on Facebook



Find us on YouTube



KCC Mailing List



KCC live chat

If you're having difficulty completing an online application please read our [guide to applying online](#). It gives step by step instructions on how to resize and upload a photograph on page 6.

If you're waiting for an authentication code for a pass renewal, please make sure you've checked the spam and junk folders in your mailbox.

Alternatively, our advisors are online and available to help.

[Start live chat](#) >

Contact us

[Contact a service](#)

Contact details for Kent County Council services including phone numbers, email and postal addresses.

[Our offices](#)

Locations of our offices if you have a meeting or appointment with us.

[Complaints and feedback](#)

Tell us about your experiences of our services. Your complaints and compliments can help improve our services.

[Access to information](#)

includes [personal information requests](#) , [freedom of information requests](#) , [environmental information requests](#)

[Gateway](#)

Our gateways offer public and voluntary services in town centre and high street locations.

[Insurance details](#)

Our insurance information for insurers and solicitors to use.

Give website feedback



[Contact us](#)

[About the website](#)

[Privacy statement](#)

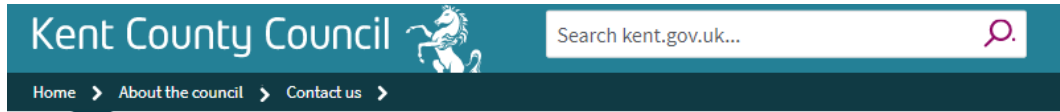
[Accessibility](#)

[Site map](#)



© 2017 Kent County Council

Web Chat Walkthrough



Contact a service

General enquiries

county.hall@kent.gov.uk

We do not offer an email service for highways enquiries.

Call: 03000 41 41 41

Text relay: 18001 03000 41 41 41

Monday to Friday, 8am to 6pm

County Hall, Maidstone, ME14 1XQ

[Start chat](#)

We also have a button on the Contact a service page which appears when advisors are logged on and available to chat to customers.

Adult social services and health

social.services@kent.gov.uk

Call: 03000 41 61 61

Text relay: 18001 03000 41 61 61

Monday to Friday, 8:30am to 5pm

County Hall, Maidstone, ME14 1XQ

[Report abuse](#)

Adult education

adult.education@kent.gov.uk

Call: 03000 41 22 22

Text relay: 18001 03000 41 22 22

Telephone lines open Monday to Friday, 8am to 6pm

Kent Adult Education, College Road, Sittingbourne, ME10 1LF

Blue Badges

For technical help completing the [online Blue Badge application form](#)

Call: 0343 100 1000 (English residents)

For any other general enquiries

bluebadgeteam@kent.gov.uk

Call: 03000 41 62 62

Text relay: 18001 03000 41 62 62

Monday to Friday, 9am to 5pm

Invicta House, Maidstone, ME14 1XX



Contact a service

General enquiries

county.hall@kent.gov.uk

We do not offer an email service for highways enquiries.

Call: **03000 41 41 41**

Text relay: 18001 03000 41 41 41

Monday to Friday, 8am to 6pm

County Hall, Maidstone, ME14 1XQ

Start chat >

Adult social services and health

social.services@kent.gov.uk

Call: **03000 41 61 61**

Text relay: 18001 03000 41 61 61

Monday to Friday, 8:30am to 5pm

County Hall, Maidstone, ME14 1XQ

[Report abuse](#)

Adult

adult.education@kent.gov.uk

Call: **03000 41 41 41**

Text relay: 18001 03000 41 41 41

Telephone line

8am to 6pm

Kent Adult Education

Sittingbourne

Web Chat for the public sector - Google Chrome

Secure | <https://kent.logo-net.co.uk/chat/Chat.php?w...>

KCC live chat

Advisors are online and able to help

Your name

How can we help ?

[I agree with the privacy policy](#)

Chat

Monday to Friday, 9am to 5pm

Invicta House, Maidstone, ME14 1XX

Website user asks a question...

Contact Centre Agent responds...

KCC live chat

Advisors are online and able to help

Your name

How can we help ?

[I agree with the privacy policy](#)

Chat

KCC live chat

Andrew
When are the schools closed over Christmas?

Serena M(KCC Chat)
Hello Andrew. My name is Serena M. Please give me a moment...

Your chat session is now live

Enter your comment and click send

Send **End chat**

KCC live chat

Serena M(KCC Chat)
You can find a list of the school term times within kent on the Kent County Council website link here Andrew - [Please Click Here](#)

Serena M(KCC Chat)
Some schools may differ. Contact your child's school to check when extra days, like staff training days, are.

Waiting for your response...

Enter your comment and click send

Send **End chat**

Link goes direct to the right page...

Starts:	Monday 30 October 2017
Ends:	Wednesday 20 December 2017
School holidays:	Thursday 21 December - 3 January 2018
Bank holidays:	Monday 25 December, Tuesday 26 December and Monday 1 January 2018

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Private or independent schools set their own term dates.

View full term date calendars for the next 4 years

- [term dates 2017 - 18 \(PDF, 28.4 KB\)](#)
- [term dates 2018 - 19 \(PDF, 74.1 KB\)](#)
- [term dates 2019 - 20 \(PDF, 74.1 KB\)](#)

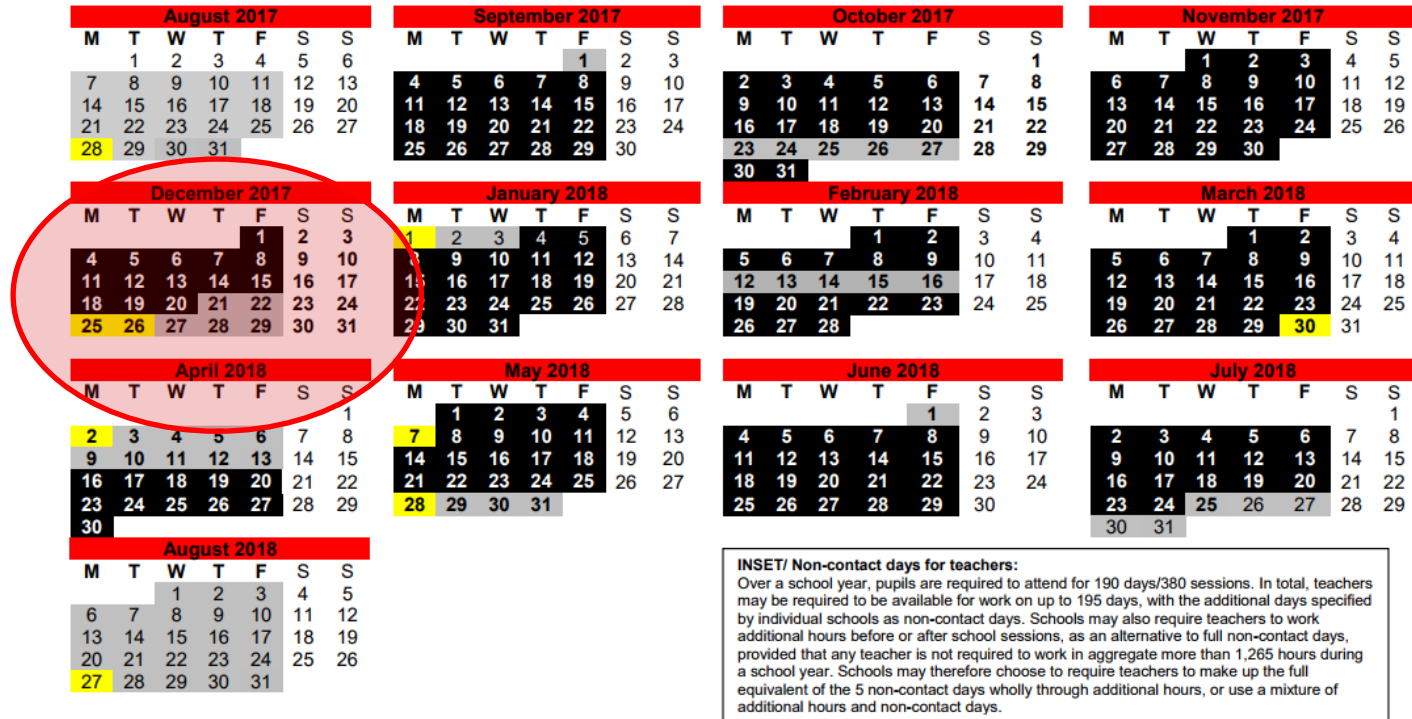
GCSE and A Level exam dates

The dates of GCSEs and A Levels exams are published by the awarding organisations:

- AQA
- Edexcel
- OCR

If you don't know who the exam awarding organisation is you will need to check with your school.




User finds the information they need...



2017/18

Standard School
 Year based on
 6 terms with
 additional INSET
 days

Term 1	35 days	4/09/17 - 20/10/17
Term 2	38 days	30/10/17 - 20/12/17
Term 3	27 days	04/01/18 - 9/02/18
Term 4	29 days	19/02/18 - 29/03/18
Term 5	29 days	16/04/18 - 25/05/18
Term 6	37 days	04/06/18 - 24/07/18

	School day
	School holiday
	Bank holiday

(And they know where to go next time or keep a copy of the calendar)

Wrap up and feedback...

KCC live chat

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times within kent on the Kent County Council website link here Andrew - [Please Click Here](#)

Serena M(KCC Chat)
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Andrew
Thanks, that's helpful.

Please take a few moments to give feedback about your experience today.

Record of conversation (if required)

KCC live chat

times within kent on the Kent County Council website link here Andrew - [Please Click Here](#)

Serena M(KCC Chat)
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Andrew
Thanks, that's helpful.

[Print](#)

[Start a new live chat](#)

06/11/2017 Web Chat for the public sector

KCC live chat

Output at: 2017-11-06 11:07:27. Reference: 4956

Andrew
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Serena M(KCC Chat)
Hello Andrew. My name is Serena M. Please give me a moment...

Serena M(KCC Chat)
You can find a list of the school term times within kent on the Kent County Council website link here Andrew - -URL SENT- "<http://www.kent.gov.uk/education-and-children/schools/term-dates#tab-4>" Please Click Here -END OF URL-

Serena M(KCC Chat)
Some schools may differ. Contact your child's school to check when extra days, like staff training days, are.

Andrew
Thanks, that's helpful.

- Quicker, more convenient for the customer
- Avoids telephone contact cost for KCC

Kent.gov.uk is...



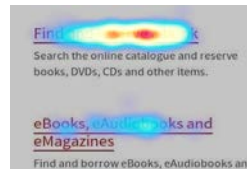
well-used and growing

Kent CC
www.kent.gov.uk

Better connected 2016-17:



high standard, well-regarded



data driven & user focused



helping residents get stuff done

Q&A