



Partnership Management Group 13 November 2006

CSP Standalone website

Key Decision	Yes
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1. **Proposal to improve and expand the existing MK Community Safety web site embedded in MKWeb to provide it with its own distinct identity and to ensure it is interactive, easily searchable and navigable.**

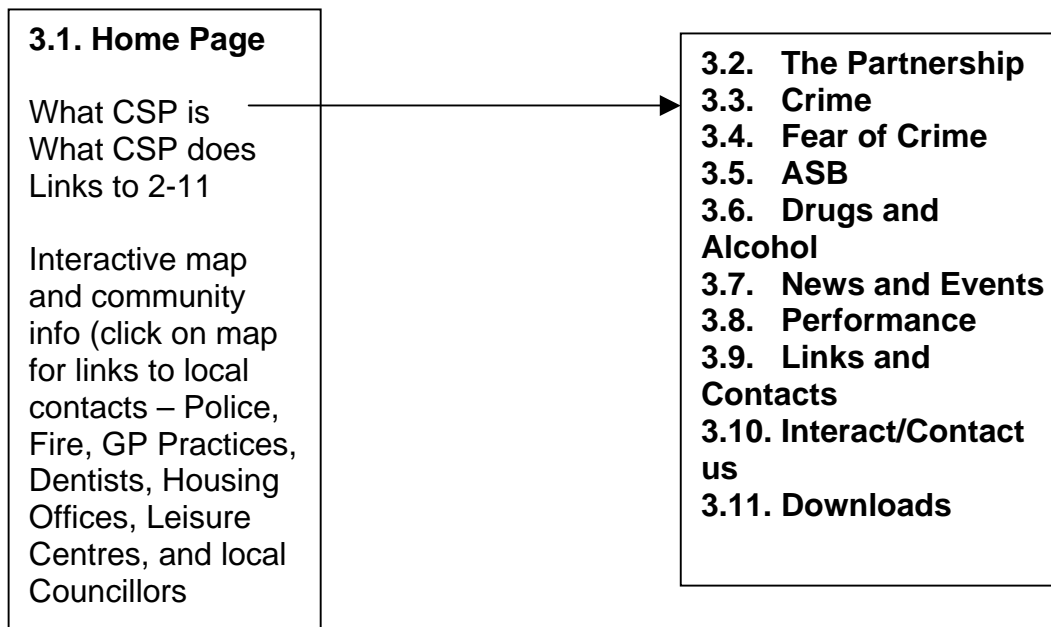
Contact Officer: James Keating-Wilkes, Communications Officer – 01908 254453

2. Purpose

- (a) To improve communications with our public by developing a fresh look and feel for the Community Safety Partnership web site incorporating an updated logo to include the positioning statement ***'tackling crime and safety together'***.
- (b) To change existing web address from www.mkweb.co.uk/crime_community to the more user friendly and more easily searchable www.mkweb.co.uk/communitysafety and to ensure appropriate links to and from MKWeb home page and the web sites of partner organisations.
- (c) To raise awareness for the Community Safety Partnership brand and to create a positive response to this from staff, stakeholders and the public and to increase traffic to the web site (as measured by hits) so it becomes a more useful resource for disseminating and gathering information on crime, fear of crime and anti-social behaviour in addition to showcasing our and our partners community safety initiatives.
- (d) To ensure that the proposed web site is fully interactive and easy to maintain.
- (e) To provide rapid access to latest information.

3. The Proposal

Clear and visible link from MKWeb home page to embedded CSP website.
CS Home page (3.1) with clearly navigable links to 3.2 - 3.11



3.2. The Partnership: -

What does it do?
Advantages of partnership
Priorities – CSP 3 yr strategy (05-08) link to strategy in Downloads section
Leaders photo / biographies –
Richard Solly
Irene Henderson
Simon Blake

3.3 Crime: -

Intro reducing crime
Reporting crime – Ring ‘n’ Report
Domestic abuse
Personal safety
Protecting your vehicle – car, caravan, motorcycle, bike
Neighbourhood Watch
TVP campaigns/initiatives to reduce crime
Hate crime – racial/homophobia etc

3.4 Fear of Crime: -

Intro reducing fear of crime (FOC)
Results of most recent FOC survey
Link to FOC survey for completion/return on-line

3.5 ASB: -

How can we help you?
How can you help us? – Ring ‘n’ Report

Info on and contact details for:-

- graffiti/fly posting
- litter/fly tipping
- abandoned vehicles
- dog fouling
- noise nuisance
- illegal trading

Links to web sites:-

- Home Office Respect
- Home Office together
- TVP
- TV Crimestoppers
- Victim Support
- Encams
- Forms/publications around ASB

3.6 Drugs and Alcohol

DAT strategy/service details

Links to:-

www.downyourdrink.co.uk

www.drinkaware.co.uk

AA, Alanon, Alateen

Drinkline

Talk to Frank

domestic violence web site

downloads

3.7. News and Events

Details of forthcoming events including:

- Roadshows

- Stakeholder Forums

- Community Engagement

- Media releases and event/activity reviews

3.8. Performance

Intro paragraph

Targets from strategy

BCS crimes actual figures v baseline

3.9. Links and Contacts

Alphabetical list of useful local and national organisations with contact details

3.10. Interact/Contact us

Sign-up box for quarterly newsletter and information on forthcoming events
Ideas form – how to improve community safety
Inquiry form – how do I?
Feedback form – Tell us what you think of the site
'Ave a Rant – complaint form

3.11. Downloads

Intro para with click to open links to downloads

Including:

- CSP strategy
- CSP audit
- FOC survey
- Posters/other collateral

4. Issues and Choices

The Community Safety Partnership has a statutory responsibility to engage with the public. What's more it needs to create awareness for, and a positive response to, its core business of reducing crime and anti-social behaviour and reducing the fear of crime.

The CSP's existing web presence on MKWeb is extremely poorly signposted. Even once a person hits on it, the current pages are insufficient, largely non-informative and lack significant interactivity.

Graphically the existing pages make the CSP look like an extension of the Council rather than a partnership. As such, a separate and distinct identity and web site should be created.

This could be achieved by

- (a) *MKWeb embedded site* - The Council has a 20% share in MKWeb and has just signed an 8 year extension to their original 8 year contract with MKWeb. This effectively guarantees sustainability of a new CSP web site embedded within MKWeb's site for the next 8 years.

Or

- (b) *Creating an entirely standalone web site.* This would incur substantially more set up costs, maintenance and web hosting than the recommended option of creating a separate and distinct web site with its own identity embedded in MKWeb (a resource the public and our partners are substantially familiar with) and with a dynamic link to it from the MKWeb home page.

Whilst there are many options for a standalone web site, a new CSP web site created within the existing MKWeb site would still benefit from its own distinct identity, a greater level of interactivity, and be more easily searchable and navigable.

It is essential that the CSP engage at all levels with all relevant agencies and communities to be able to identify and tackle the crime and community safety issues that are causing most concern to the public.

4. Implications

A visually dynamic, effective, current and interactive web site is one way to cost effectively engage with our public and to provide them and our partner organisations with a useful source of information. Other Community Safety Partnerships in our 'Family Group' 10 have created similar sites. If we do not develop a more useful web site we will not only fall behind them in terms of the usefulness of our site, but will have to spend more time and more cost to reach our target audiences.

Developing the proposed site will also provide us with a useful research/feedback tool with quantifiable and measurable benefits such as being able to monitor the number of hits and type of enquiries we receive. We will use this data in support of our public engagement obligation.

5.1 Resources

Set up costs for an interactive web site for MK CSP embedded in MKWeb's site are estimated as £1500. It is proposed the initial set-up cost be met from the CSP's key partners – MK Council, TVP, Bucks Fire and the PCT.

Cost for MKWeb to provide ½ day training at their offices to CSP staff is estimated at £80 per delegate. To cover leave and other absence it is recommended that 3 members of the CSP team receive training to be able to upload and update information and to create new web pages as necessary and appropriate. It is envisaged that CSP personnel would update the information on the web site from information supplied by partners on a monthly basis to ensure currency of information.

Annual cost to feature and maintain a dynamic link to the CSP web site from MK web home page is estimated as £1200

Total cost for set-up, CSP staff training and first year running costs is estimated as £4140

Thereafter a web hosting charge of £1200 per year is payable, plus any succession training which may arise at £80 per person.

No additional staff, IT, or other resources are anticipated.

5.2 Legal

The CSP has a statutory responsibility to engage with its public.

5.3 Sustainability

MK Council has just renewed an 8 year contract with MK web to manage the existing MK Council web site for a further 8 years, thereby guaranteeing continuity of the proposed CSP embedded web site for the next 8 years.

MK Web personnel will set up a template for the web site and populate this initially. Thereafter they will provide ½ day training for 3 members of the Community Safety Partnership team to enable them to update it and to ensure it continues to be a current and useful public and partner information resource and engagement tool.

Should any member of the CSP team leave after they've been trained another member of the team will receive ½ day training (cost c £80) so that there are always 3 members of the team with the necessary competency to update/edit the web site.

Currency is key to the success of any web site used as an information resource by partners and the public. As such, the proposed new CSP web site will need timely and regular updating. It is proposed 'web site update' feature as a permanent item on the agenda of the Communications Delivery Group monthly meeting and that new information is obtained from representatives of individual partner organisations attending this and subsequently uploaded to web by the Communications Officer and other members of the CSP team who have received training.

One off design charges for the web site apart, Web hosting and maintaining a permanent link (CSP logo) on the MK Web home page will cost an anticipated £1200 per annum each. Should funding for the CSP from GOSE's Safer and Stronger Communities Fund not be available in the future this £2400 will have to come from another source – the most relevant being MK Council (as a 20% stakeholder in MKWeb).

5.4 Other Implications

If we do not create the proposed web site, we will fall behind many other Crime and Disorder Reduction Partnerships co-located in Group 10.

MKWeb are able to provide statistical information on whole pages delivered and to drill down to provide accurate and current information on which documents are downloaded most, which pages are viewed most together with information on who is signing up for the newsletter etc. Electronic contact information captured on the sign-up form can be used to create a database for mass mailings towards fulfilling our responsibility to engage with the public.

5.4 Recommendation

That the proposal to create an improved Community Safety website embedded within MKWeb be approved, together with the associated costs.

5.5 Background Papers: - Nil