



Report of the Diocesan Website Review Group



January 2008

Contents

Main Report	
1. Background	3
2. The User Experience	4
3. Behind the Scenes	7
4. Maintaining the Site	9
Digest of Main Recommendations	11
Following Recommendations	12
Appendix One	14
Membership of the Review Group	
People formally consulted	
Summary of Recommendations from first Report	
Appendix Two	15
Feedback from Manchester and Peterborough Dioceses	
Appendix Three	16
Menu Structure of Current Website	
Appendix Four	23
Example of possible new layout	

Report of the Diocesan Website Review Group

In January 2007 the Bishop's Council established a Review Group under the chairmanship of the Archdeacon of Cambridge.

The Group was to undertake a Review of the Communications Portfolio following the retirement of Owen Spencer Thomas as Director of Communications.

The Group was asked to focus on two specific areas:-

1) To consider what should replace Ely Ensign following the Bishops Council decision to cease publication of Ely Ensign at the Councils January meeting.

2) To review the role of electronic media and web based information systems.

As the Review group met it became clear that two reports would be required. The first focusing on the successor to Ely Ensign and the second report looking at web based communication. The first report was considered by Bishop's Council in July 2007 and its main recommendations are reproduced below in Appendix One.

This is the second report and reviews the arrangements for electronic communication in the Diocese and the website in particular. The membership of the Review Group, chaired by the Archdeacon of Huntingdon and Wisbech, together with a summary of people consulted are listed in Appendix One.

The Group first considered how the web site is used, by whom and in what way. It was in this context that it reviewed whether it remains fit for purpose or should be improved.

As well as a number of broader and editorial issues and recommendations, the group focussed on a number of technical matters. These included:

- who hosts the web site and the ownership/use of the domain name.
- the relationship with *Popcorn*, the current website designers, and the ongoing contractual relationship with the Diocese.
- how the web site might be improved - aesthetically, technically and functionally.
- who should manage the site - editorially and technically.
- who should have access to input data, and with what software.
- the financial implications of any changes.

1. Background

1.1 This Diocese was one of the first to embrace emerging information technology by launching a website in 1995. It was substantially re-designed by an external design company, *Popcorn*, and the revised site launched in November 2004. It remains one of the better used diocesan websites in the country. The latest information we had to hand indicated an average number of weekly hits of 60,000 hits per week. A 'hit' is a single instance of a pages being accessed and not the number of visitors to the site. It is impossible to tell how many hits each visitor makes, but it would appear the site receives a good number of visits each week.

1.2 The website is quite large. It has over 600 pages and more that 100 documents available for download. Of these, 125 pages are available directly from the top menu bar, with a further 34 available from the top level of the *Education* section. A further 444 pages are available as

sub-pages from these 159 main pages. There is a detailed breakdown of the current Site Structure in Appendix 3.

An analysis of the areas visited shows that *Education & Training* gets 42% of the total number of site hits, followed by *News and Events* with 33%.

1.3 One of the site's challenges is to meet the needs of a multiple audience.

This includes

- the ministers, staff and volunteers of the diocesan organisation, parishes and schools;
- the wider network of the diocesan family and its parishes;
- those beyond the diocese or who seek a specific piece of information about a particular aspect of our life and work.

Thus the website serves a number of purposes:

- a) Since the demise of *Ensign*, along with the monthly mailing and e-mail lists (such as *Ely Announce* and the fortnightly *Education e-Bulletin*), it is a principal source of **news**. The previous report made recommendations about a monthly *Diocesan Newsletter* to be carried on the website.
- b) It contains **diary** and **calendar** information (including the *Prayer Diary*).
- c) It contains **general information** about the diocese, its central bodies and links to parish websites.
- d) It contains **technical resources and information** for people in the diocese who exercise a specific function. For example, information about ministry share, clergy houses, and resources about school governance, teaching, youth work and Church in Society.
- e) **Information for enquirers** about occasional offices, such as baptism weddings and funerals.

1.4 There is no single person in overall charge of the website at present. Simon Kershaw and *Popcorn* can be contacted for technical support (the former in a voluntary capacity). In the dioceses we contacted, we discovered there to be at least one and sometimes two paid members of staff who have a designated responsibility for their website, editorial and technical.

2. The User Experience

2.1 Layout

From a users' point of view, we received several comments about the general layout of the site. We received feedback that the site's main front pages are too fussy and cluttered, and that it can be hard to find items. Some of the drop down menus are out of date and cannot be edited 'in house'. Because the stock of main photos has not changed, the front page of the site looks virtually identical to when it was launched three years ago. Although the site is bright and cheerful, the layout, especially of the 'take off pages' of each main section (i.e. the main 'contents summary' pages), is somewhat confused and should be simplified and updated. We believe that navigation could be improved and a clearer overall site plan created.

2.2 Homepages

The main Home Page presently has

- 18 large boxes (some of which include pictures unchanged for three years),

- 7 main drop down menus at the top (each with between 5 and 15 sub-headings) and
- a further search box at the very top and site guide at the very bottom.

In comparison, the Diocese of London site limits itself to six main section markers at the top with a smaller print links to FAQs, Links, Search, Jobs etc. above. The majority of the front page is then given over to a main theme or story (currently *London Challenge 2012*).

Manchester, on the other hand, lists its departments down a left hand column and its 'house-keeping' items down a simple right hand column (including *Whats On?*; *Church Search*; *e-bulletin self-subscription box* etc.). The main part of the home page contains a short *Welcome*; three current *News* items (typically one national, one diocesan and one 'regional') and, lower down, *Prayer for the Day*; *Latest Appointments*; *Retirements* and *Vacancies*. Thus the further down one scrolls, the more into the *internal* life of the diocese the reader is drawn.

There are, of course, many ways of configuring homepages and 'take off' pages, and we do not suggest these examples should simply be replicated. However, they make the point that simpler layouts can be achieved in even the largest diocese.

We recommend that the main homepage and take-off pages should be re-designed with a view to making them simpler to navigate and capable of carrying more topical content.

On a stylistic note, the use of 'Go' buttons is unusual in current website design and we consider them superfluous; **we recommend replacing 'Go' buttons with active links from the headings themselves where these are not already in place.**

2.3 Navigation

Several comments were received to the effect that important information was contained within sub-sections and was difficult to find or that it was difficult to find whether an item was on the site at all. A new reader might wonder under which heading a specific piece of information is to be found. For example, our present site contains a whole section titled *Information*, though, of course, every part of every section is information of *some* sort! A complex site needs an easy to use navigation. We commend the tree layout of the Manchester site as clearer than the two level drop down menus of our present site. Menus should be designed with users in mind rather than simply reflecting the internal organisational and departmental structure of the diocese.

Of course, there are some insoluble dilemmas. For example, should *Children's Work* be classified under *Education and Training* or *Mission and Ministry*? However, if sub-menus are clearly displayed it does not take long to work out where to find such items.

We recommend that a navigation menu to give clearer access to the content replace 'diary' and 'calendar' presently on the left hand side of each and that Site Map and Search facilities be further developed whilst careful attention is given to updating also the drop down menus and other navigation features.

2.4 Upload speed

Pages on the site are relatively slow to upload. Several users commented on this. The technical reason appears to be the way the menus are constructed in the browser each time a page is loaded. In addition, the *Calendar* and *News* are also re-loaded each time a new page is requested. We do not consider it necessary for these features to appear on the left of each page.

We recommend that a re-design brief should include the necessary steps being taken to increase the upload speed of pages, including, if necessary, updating the way the menus are created and the removal of the Calendar and News from the left side of each page.

Occasionally the site can upload without correct layout. The frequency of this problem has been reduced, but it continues from time to time. The problem invariably corrects itself if the page is instructed to *refresh*. We could not identify the definitive reason for this and several explanations have been advanced. These include the location of the hosting (and frequency of electronic traffic to the host at different times of day) and the intricacies of the design coding.

We recommend a re-design team be made aware that the site intermittently uploads with faulty layout and is asked to address the problem.

2.5 Updating

A website is only as good as its updating. Although some parts, such as the *Prayer Calendar*, *News*, *Youth* and *Schools* are frequently updated, several others are not. *News* is currently mainly limited to official announcements.

2.5.1 Some sections, such as the description of the *Occasional Offices* for enquirers, do not need constant updating. However, if some sections are infrequently updated they can give an unhelpful impression of inactivity. For example, there is a rarely updated section called *Book Reviews* with only two entries, one dated January 2006. There also remains a link from the drop down menu to the *Clergy Conference* of September 2006: this merely points to a link which declares "Site now closed". There remain a number of broken links (e.g. *Church Urban Fund* from the *Church in Community* Section) which should be restored or removed.

2.5.2 There are two issues here. Firstly, the website needs constant monitoring and parts require continuous updating. We recommend below how this might be done through making a new appointment. In the meantime, **we urge all those with departmental responsibility urgently to review their own section and remove or update information themselves or via contacting the Webmaster.**

2.5.3 At the time of writing, there remained in the *Vacancies* section a job with an August 2007 application deadline and in the *Mothers Union* section a trailer for a service to be held on 24th March 2007. The *Meet The Team* link from the *Mission and Ministry* section leads to an entirely blank page. Such random examples, which may not be isolated, give a poor impression to users.

2.5.4 Secondly, we consider some sections could be simplified or removed altogether in the light of experience. For example, the section titled *Media Centre* is unduly complicated, with eight sub-sections. It duplicates, in any case, the information carried in the *News* section. A diocesan website does not require a *Book Reviews* or *Media Centre* section with eight sub-sections and there is little evidence of their usefulness. However, we make a distinction here between parts of the site which, although not frequently visited, contain vital and enduring information (such as a paper on the *Disability Discrimination Act 1995* prepared in 2002 – to be found in the present *Information* section) and those parts that 'seemed a good idea at the time', but which have not established an enduring usefulness.

We recommend that re-design includes removing optional sections whose usefulness has not been established over the last three years, and the promotion of those sections deemed to be important and useful.

2.5.5 The *Find a Church* section contains an alphabetical list of parishes with links, where available, to parish websites. The provision of parish websites is patchy and several are not updated regularly. This is out of the hands of diocesan staff. However, there is a helpful link also

to an independent website titled *A Church Near You*. This contains a *search by location or postcode* option. In the future it could be possible to supplement this with the use of new innovations such as Google Maps. **We recommend hyperlinks to parish websites be added from the diocesan website but that, at the least, parishes be encouraged to register their church with the diocesan website and provide current basic information.**

2.5.6 A number of parishes take advantage of the main diocesan site to host their own individual websites. This is a useful facility and these sites are linked to from the main directory of parishes. **We recommend that this facility be maintained and those parishes without a current site be supported and encouraged to create one.**

2.5.7 As noted above, the previous Communications Report recommended the establishment of a simple diocesan news bulletin that could be e-mailed to parishes for onward distribution, perhaps through local photocopying or printing. Currently there is also *Ely Announce* which sends subscribers short news items by e-mail as they are published, a *Flower Festivals Guide* and a regular *Religious Broadcasting* summary. Also, the *Education* department publishes a fortnightly five page *Schools Bulletin* (during term time). We anticipate the number of such targeted e-bulletins to increase in future. **We recommend that a simple self-subscription box, listing the various options, be included on the front page and the main 'take-off' pages.** Self-subscription (and unsubscription) would remove the need for diocesan staff to maintain lengthy mailing lists and databases.

2.5.8 The discussion forum, *Ely List*, is not an official diocesan forum for communication and its use is not directly regulated by diocesan staff. Although it is now very common for websites to host a variety of discussion forums, such as those available from the BBC site, there needs to be care in distinguishing between those channels which are for official diocesan communication and those which are for free expression of opinion. Although there is no reason in principle why the diocesan site should not link people to discussion forums, and the free exchange of information and opinion is a founding purpose of the internet, care should be exercised in distinguishing clearly between 'official' and 'informal' channels. The latter do need to be umpired in some way if they are to be linked to the diocese's own site. **We recommend that any self-subscription facility makes it very clear what the status of the various options is.**

2.5.9 Presently, there is not a clear policy on Archiving. Some information, though no longer current, might be of use not just to historians, but to those wishing to find, for example, a template on which to base a new item. **We recommend that a simple archiving system be established.**

2.5.10 The news and events section has a sophisticated structure allowing each item to be designated for diocese, Bishop Woodford House etc. In practice this leads to the confusing situation where most items are displayed multiple times, especially in search results. **We recommend that this complexity is removed and replaced with a single category each for news and events.**

3. Behind the Scenes

3.1 The site is hosted in California on the computers of *The Society of Archbishop Justus*, an Anglican voluntary organization that pioneered the use of the web for churches. It was this Society that first registered the domain names in the format *diocese.anglican.org*. There are advantages in being hosted, free of charge, on a well-managed and backed-up set of computers. However, the site is not hosted 'in house' and is dependent upon the voluntary ministry of this international Society. Retention of the site name, *www.ely.anglican.org*, does not depend on continuing the hosting arrangement with Justus.

We recommend consideration be given to a second, more locally held, back-up but are not persuaded that it is necessary at this stage to discontinue the link with Justus.

3.2 Uploading of information is the responsibility of individual departments. The frequency of updating in some parts of the site is haphazard. There is an infrequent supply of news and many events currently evade the online calendar.

There are currently two ways in which information can be uploaded.

3.3 The *News/Announcement* and *Calendar* sections are updated via a Content Management System. Access is via a 'hidden' web address protected by password. Additions are simply typed in and appear in a standard layout on the site. No technical expertise is required, just a registered username and password. There is no facility to alter layout, though a single photo can be uploaded to accompany an item. **We recommend that a facility to add a hyperlink to a brief News item is created.** This would make it possible for a reader to move easily to a more substantial posting that may be available on the diocesan website or elsewhere.

3.4 Some staff members can update their part of the site through the use of dedicated software called *Contribute* (see http://en.wikipedia.org/wiki/Adobe_Contribute for a detailed commentary on this product). *Contribute* enables more ambitious changes, including the addition of new pages, links and layout alterations. It is a 'stripped down' version of *Dreamweaver*, a leading web development application. It is relatively easy software to master, and offers a range of 'permissions' for different people to update parts of the site. We consider it fit for purpose but it is less straightforward for the very occasional operator. The version in diocesan use has been superseded by *Adobe Contribute® CS3*. **We recommend consideration is given to updating this available software once the technical problems described in 3.5 have been tackled.** *Adobe Contribute® CS3* can also upload pages directly from Microsoft Office applications, which could be a useful feature.

3.5.1 However, there are currently factors which inhibit the smooth use of *Contribute* on our site, especially the 'take off' pages. *Contribute* is a WYSIWYG application ie. when a page is being updated the operator's screen should display the same characteristics and layout as that which will be published. Layers of complex and hidden code used to create some of the pages, mean that the person updating a 'take off' page is not working with an accurate facsimile of the final design. The page published eventually can seriously distort the operator's intention and look untidy.

3.5.2 *Contribute* presents the operator with a range of 'styles' which can be used for new text. The current 'stylesheet' is unreasonably long and confusing. We have also received reports of the system 'locking' ie. refusing to allow an authorised operator access to their part of the site or to upload an edited page. We believe these problems to derive from the original design process (using different software) rather than to be inherent to *Contribute*. These glitches require proper attention if its use is to continue. An alternative would be to shift the whole website onto a Content Management System. However, this would involve a fundamental re-design of the website and would make it very difficult for operators to create and design different layout variations for new pages or newly configured sections. **We recommend that a design brief includes the requirement that the whole site be made 'Contribute' friendly and that the various glitches are removed.**

3.5.3 One reason offered by diocesan staff for not updating sections regularly was a lack of confidence in using the *Contribute* software. Although staff of the site's designers, *Popcorn*, provided a simple introductory seminar in its use at the launch of the site, this was rudimentary and over three years ago. Several members of staff, including several personal assistants, have joined the diocese since the site was launched. They might be expected to undertake a number of routine updating tasks for their 'section',. **We recommend that once the glitches have been removed, training is offered for all staff who might have an updating**

responsibility, and that such training is bespoke to the level of their responsibility and confidence. If the training were offered by the same agency that undertook the re-design/problem solving, there would be an extra incentive to properly address the present frustrations. Training should be offered for *our* site as it is rather than simply generic tutorials for the *Contribute* software.

4. Maintaining the Site

4.1 We affirm that a lively, attractive and well maintained diocesan website together with a developing range of electronic bulletins (which can be printed and copied for those without internet access) is the most cost effective way of communicating formally with the various people and organisations that comprise the family of the diocese.

The current site was well designed, but its appearance has remained unchanged for three years. We do not recommend a root and branch re-design, but consider that a number of relatively simple design changes could be made to refresh the site and to make it more user friendly. A number of design glitches should be addressed. Most importantly, the site including its content and appearance, should be properly managed.

The Diocese has achieved an enormous amount with a very limited financial investment. The site has a clean and colourful appearance, despite the navigation issues we highlight above. A significant number of people are empowered to update sections. The voluntary ministry of technically skilled people has faithfully supported its development. It remains one of the more used and useful sites in the Church of England.

4.2 As part of the 2007 *11 Million Children's Takeover Day*, we invited older pupils at St Mary's, Ely, Fordham and Isleham Church of England Schools and Kennet Community Primary School to review our site. The comments of these internet savvy young people are instructive and bear out other feedback we have received from adults in the diocese.

Comments included:

"The website is attractive because it has pictures and colours"

"It is attractive with different colours for different sections"

"It is very slow to load"

"It is very squashed together and people who aren't very good at computers wouldn't be good at using the website"

"it needs a section for questions and comments"

"It is aimed at older people and there is not much for children themselves"

4.3.1 We conclude that a professional Website Editor is now needed to ensure the website and all our electronic diocesan communication is properly updated and developed.

4.3.2 We recommend that a single Communications Officer post be created with a brief to:

a) Manage and develop the website.

This would include ongoing monitoring of the site so that its contents is current; introducing new features when appropriate, exercising a general oversight and editorial function; ensuring the Home Page is fresh and contains topical material as well as maintaining and, where possible, simplifying the navigation.

b) Co-ordinate the developing range of diocesan e-communication

We want the postholder to manage and develop the range of Lists and other electronic communications such as the Flower Festival Guide and Broadcasting Guides, as long as

they continue. We note that this will create a saving of about £4000 currently paid in honoraria.

c) Encourage the people of the diocese to supply news, information and pictures to keep the site fresh and to further develop the use of e-bulletins

This would include being in regular contact with a number of people and departments in the diocese, including senior staff, rural deans and sector ministers to ensure the unfolding story of the diocese is communicated to its people and beyond. It would also include a brief to encourage such people to 'think communication' in their everyday work and ministry.

d) To offer communication support for major diocesan activities such as *Ely 900*, *Mission Action Planning* etc.

This follows from (b) above. Although we expect the postholder to be based and in the Diocesan Office and so readily accessible to colleagues and those who meet there, there should be an element of 'roving' so that all diocesan projects and activities know themselves to be supported and encouraged to 'think communication' and supply material.

e) Offer an ongoing critical eye on electronic communication in the diocese and to encourage appropriate innovation where helpful.

This requires a person who remains alert to best practice and developments such as he use of video in a rapidly developing medium and who is committed to the notion of 'continuous improvement'

f) Assist officers, support staff and others who have a continuing responsibility to update their own sections of the site and to ensure appropriate training is offered where necessary.

There will remain people who simply want to request that "can someone please upload this new information I need to send out". We expect this postholder to be that person. But we also want them to help others develop their confidence and capability to upload their own material wherever possible. We expect the 'mixed economy' to persist of some people wanting another person to upload their material whilst others upload their own updates. The postholder would be the servant of the former and the enabler of the latter.

4.3.3 We think that this job could sit quite neatly with the previously recommended post of diocesan e-newsletter editor. It might be possible for them to be two part-time jobs or a jobshare but we consider the two functions could be incorporated within a single appointment – possibly to be known as the Communications Officer. **An appointment could be funded by the discontinuance of the (part-time) post of Director of Communications; plus the costs of present honoraria; plus the subsidy previously required for *Ensign*.**

Very approximate costings are in the region of:

£30k	Cost of half-time Director of Communications post
£ 5k	Cost of current honoraria
<u>£15k</u>	Subsidy/deficit from <i>Ely Ensign</i>
£50k	Suggested for new post.

4.4 Technical Support

4.4.1 We would expect the postholder above to be proficient and a self-learner in terms of technical knowledge and development. However, there will remain an ongoing need for dedicated technical back-up.

4.4.2 We do not think that the immediate updating and modifications to the site we have described in sections 2 and 3 should fall on the shoulders of the postholder we describe above.

Rather, the post holder should commission a professional web-design team to deliver these. *Popcorn* has served us well to date and their rates are good value (currently £45 per hour). Whether they can deliver remains to be seen but **we recommend that in the first instance Popcorn is invited to address the issues described in 2 and 3.** In commissioning the current site, care was taken to ensure that copyright of the design and content was retained by the Diocese. It would therefore be straightforward to commission another company, if necessary, to deliver recommendations in 2 and 3.

Ideally these issues would have been addressed satisfactorily once an appointment is made to the role set out in 4.3.2 above.

4.4.3 After the modifications we propose are made, it will continue to be necessary to retain the services of an external provider to ensure technical back-up to diocesan staff and the website editor. Again, *Popcorn* might be considered for this role, but there are many other providers in the field. It would be for the Website Editor to bring recommendations to the Communications Committee.

4.4.4 We received helpful comments from Jon Green, Administrative Assistant in the Diocesan Office. He has responsibility for the maintenance of office ICT systems (with technical support from another company, *Strident*, based at Claydon, Suffolk). That. **We recommend that the parameters of Mr Green's responsibility for ICT systems should in future include technical support to the Website Editor/Communications Officer.** It is vital that diocesan staff know what back up, training and support in ICT matters is available to them and that those charged with this responsibility are themselves sufficiently supported with technical expertise.

4.4.5 The creation of a new Communications Committee, directly accountable to the Bishop's Council, was made in the previous report. **We recommend the Communications Officer should be responsible to the Communications Committee and be one of its executive officers. Its Chair should be the postholder's line manager. The Committee should include in its number people with an active stake in developing the effectiveness of the website and other electronic communication.**

4.4.6 **The members of the Communications Review Group/ Website Review Group should be invited to carry forward the implementation of their reports, working as an Interim Communications Committee. The interim Committee should be superseded by a permanent Communications Committee, accountable to the Bishop's Council, within about twelve months of implementation.**

Digest of Recommendations

Main Recommendations

1. That the main homepage and take-off pages should be re-designed with a view to making them simpler to navigate and capable of carrying more topical content. (2.2)
2. That the navigation facilities be further developed and that careful attention is given to the updating of drop down menus and other navigation features. **that a navigation menu to give clearer access to the content replace 'diary' and 'calendar' presently on the left hand side of each and that Site Map and Search facilities be further developed whilst careful attention is given to updating also the drop down menus and other navigation features.** (2.3)
3. That all those with departmental responsibility urgently review their own section and remove or update information themselves or via contacting the Webmaster. (2.5.2)

4. That a design brief includes the requirement that the whole site be made 'Contribute' friendly and that the various glitches are removed. (3.5.2)
5. That once the glitches have been removed, training is offered for all staff who might have an updating responsibility, and that such training is bespoke to the level of their responsibility and confidence. (3.5.3)
6. That that a professional Website Editor is now needed to ensure the website and all our electronic diocesan communication is properly updated and developed. (4.3.1)
7. That a single Website Editor post be created with a brief to:
 - a) Manage and develop the website.
 - b) Co-ordinate the developing range of diocesan e-communication
 - c) Encourage the people of the diocese to supply news, information and pictures to keep the site fresh and to further develop the use of e-bulletins
 - d) To offer communication support for major diocesan activities such as *Ely 900*, *Mission Action Planning* etc.
 - e) Offer an ongoing critical eye on electronic communication in the diocese and to encourage appropriate innovation where helpful.
 - f) Assist officers, support staff and others who have a continuing responsibility to update their own sections of the site and to ensure appropriate training is offered where necessary. (4.3.2)
8. That a Communications Officer be appointed (to include the role of Website Editor), funded by the discontinuance of the (part-time) post of Director of Communications; *plus* the costs of present honoraria; *plus* the subsidy previously required for *Ensign*. (4.3.3)
9. That the Website Editor should be responsible to the Communications Committee and be one of its executive officers. Its Chair should be the postholder's line manager. The Committee should include in its number people with an active stake in developing the effectiveness of the website and other electronic communication. (4.4.5)
10. The members of the Communications Review Group/ Website Review Group be invited to carry forward the implementation of their reports, working as an Interim Communications Committee. The interim Committee should be superseded by a permanent Communications Committee, accountable to the Bishop's Council, within about twelve months of implementation

Following Recommendations

1. That 'Go' buttons be replaced with active links from the headings themselves where these are not already in place. (2.2)
2. **That a re-design brief should include the necessary steps being taken to increase the upload speed of pages, including, if necessary, updating the way the menus are created and the removal of the Calendar and News from the left side of each page.**(2.4)
3. That a re-design team be made aware that the site intermittently uploads with faulty layout and is asked to address the problem. (2.4)

4. That re-design includes removing optional sections whose usefulness has not been established over the last three years. (2.5.4)
5. We recommend hyperlinks to parish websites be added from the diocesan website but that, at the least, parishes be encouraged to register their church with the diocesan website and provide current basic information. (2.5.5)
6. That a simple self-subscription box, listing the various options, be included. (2.5.6)
7. That any self-subscription facility makes it very clear what the status of the various options is. (2.5.7)
8. That a simple archiving system be established. (2.5.8)
9. That consideration be given to a second, more locally held, back-up but are not persuaded that it is necessary at this stage to discontinue the link with Justus. (3.1)
10. That the news and events structure be simplified and a facility to add a hyperlink to a News item is created. (3.3)
11. That consideration is given to updating Contribute 3 to Contribute CS3 software once the technical problems described in 3.5 have been tackled. (3.4)
12. That in the first instance Popcorn is invited to address the issues described in 2 and 3. (4.4.2)
13. That the parameters of Mr Green's responsibility for ICT systems should in future include technical support to the Website Editor/Communications Officer. (4.4.4)

Appendix One

Membership of Review Group

Ven Hugh McCurdy (Chair)
Mr Chris Cox
Revd Nick Devenish
Canon Tim Elbourne
Mr Peter Maxwell

People formally consulted:

All Staff based at Diocesan Office
Mrs Kate Aylmer
Mr Jon Green
Liz Hurst, Communications Director, Diocese of Peterborough
Mr Simon Kershaw
Canon Alan Hargrave
Ann Mummery, Website Editor, Diocese of Manchester.
Mr Chris Wall
Pupils of St Mary's Ely, C of E Junior School
Fordham Co of E Primary School
Isleham C of E Primary School
Kennet Community Primary School

Informal feedback was received from a number of users across the diocese.

Summary of Recommendations from the first Report

- 1 Commission a Diocesan Newsletter.
- 2 Appoint an editor on a part time basis as described above to produce the Newsletter.
- 3 To review and, where necessary, to refresh the contents of the Diocesan website so that it remains fresh, timely and attractive.
- 4 To continue the Review Groups work in order to look at ICT and technical web based issues.
- 5 To establish a permanent Communications Strategy Group, this group would be formed once the second report from the current group has been produced. This permanent group would report regularly to the Bishop's Council. Its role would be to (i) oversee the work of communications within the diocese, (ii) to identify matters of policy that need to be addressed by the Bishop's Council.

Appendix Two

Feedback from Manchester and Peterborough Dioceses

Manchester.

We contacted the Diocesan Website Editor, Ann Mummery

The website was developed by Rochdale Online, and is maintained by them under contract.

They use a Content Management System to update the site.

The Editor is able to update parts of the site like News and Events, which she does daily. The remainder is done by Rochdale. It is the Editor's job to ensure information is fed to her by a range of people in the diocese. This requires continuous and pro-active initiative. She estimates that she spends 1 – 1 ½ days a week on the website. Rochdale Online spends about a day a month.

Peterborough

We contacted the Diocesan Communications Officer, Liz Hurst. Peterborough hosts their site on their own server.

Fenweb developed the site. They have no ongoing role.

The software used to create the site is 'Dreamweaver'.

Peterborough keeps the site simple. All the updating is done in Peterborough. Northampton sends their entire web updating to Liz.

She is one of two people that are responsible for the updates. Liz is responsible for keeping "what's going on" etc information current. Liz is the "persuader", liaising with the diocesan departments to get the news and information. She also polices the site to see which bits are getting tired, and as an example she cited the youth pages which are going to get a major revamp soon.

The Diocesan Schools site has a separate URL and is run completely independently. It was set up before Liz arrived, but she thinks they use Dreamweaver as well.

On the Technical side Peterborough employ a full time IT Manager. He is responsible for maintaining the server. However most of his time is spent on diocesan finance, the cathedral, education and the diocesan database.

Appendix Three

Menu Structure of Current Diocesan Website

Top Menu	1st Level	2nd Level Menu	3rd level Menu	Page Count	Sub Pages	Documents	Description	Link
Home				1				/
About Us								
	About Us Home			1				/about/
	The Diocese							-
	About The Diocese			1				/about/about.html
	Who's Who			1	10		Profiles	/about/whos_who/
	What We Did Last Year			1				/about/what_we_did_last_year.html
	Our History			1	4		sub pages	/about/history.html
	The Good & The Great			1	20		Profiles	/about/good_and_great/
	Bishop's Welcome			1				/about/bishops_message.html
	What We Believe			1				/about/what_we_believe.html
	How We Are Run							-
	How We are Structured							/about/structured/
	Synodical Government			1				/about/structured/synodical_government.html
	Deaneries			1	17		Deaneries	/about/structured/deaneries/
	Parishes			1	26		Alphabetical list	/about/structured/deaneries/parishes.html
	This Website							-
	About This Site			1				/about/about_this_site.html
	Contact Us			1				/about/contact.html
	Feedback			1				/about/feedback/
News & Events								
	News & Events Home			1				/news_events/
	Media Centre							-
	Press Releases			1	35		months listed plus page per release	/news_events/media/press/
	Announcements			1	20		months listed plus page per	/news_events/media/announcements/

Baptisms, Weddings & Funerals									-
	Baptisms, Weddings & Funerals Home								/information/births_deaths_marriages/
	Baptisms	1							/information/births_deaths_marriages/baptisms.html
	Confirmations	1							/information/births_deaths_marriages/confirmations.html
	Marriages	1							/information/births_deaths_marriages/marriages.html
	Funerals	1							/information/births_deaths_marriages/funerals.html
	Woodland Burials	1							/information/births_deaths_marriages/woodland_burial.html
	Tracing your ancestors?	1							/information/births_deaths_marriages/ancestors.html
	Archdeacons' Pages								-
	Archdeacons' Pages Home						13	Documents for download	/information/archdeacons_pages/
	Articles of Enquiry	1							/information/archdeacons_pages/articles_of_enquiry.html
	Archdeacons' Papers	1							/information/care_of_churches/archdeacons_papers.html
	Visitation Dates	1							/information/archdeacons_pages/visitation_dates.html
	Other Information	1							/information/archdeacons_pages/other_info.html
	Clergy Housing	1	3						/information/clergy_housing/
	Child Protection							Link to Education section	/education/children/child_protection/
	Disability Discrimination Act	1							/information/links/disability_discrimination_act.html
	Care of Churches	1	4						/information/care_of_churches/
	Book Reviews	1							/information/book_reviews.html
	Clergy Conference	1							/information/clergy_conference.html
	Diocesan Handbook	1							/information/diocesan_handbook.html
	Diocesan Vacancies	1							/information/vacancies.html
	Diocesan Downloads	1							/information/document_downloads.html
	Resources and Useful Links	1							/information/links/
	Meet The Team	1							/information/meet_the_team.html
	Worship & Prayer								
	Worship & Prayer Home								/worship_prayer/
	Worship								-
	Worship Home	1							/worship_prayer/worship.html
	What is Worship?	1							/worship_prayer/what_is_worship.html
	Common Worship	1							/worship_prayer/common_worship.html
	Book of Common Prayer	1							/worship_prayer/book_of_prayer.html
	Holy Communion	1							/worship_prayer/holy_communion.html

		Children's Work Mailings			1			No mailings available	/education/children/work_mailings/
		Training Events			1			Ne events	/education/children/training.html
		Children's Links			1				/education/children/links.html
		Meet The Team			1			Link to Schoools meet the team	/education/about/whos_who/
	Youth Home				1				/education/youth/
		Rave in the Nave			1				/education/youth/ritn/
		Check it out... Youth Events			1	1			/education/youth/events.html
		Youth Friendly			1				/education/youth/youth_friendly.html
		Movie Reviews & Resources			1				/education/youth/resources/
		The Facts Are...			1				/education/youth/funny_facts.html
		80 Discussion Starters			1				/education/youth/discussion_starters.html
		11-14 work in your parish			1	2			/education/youth/youth_group_initiative.html
		New Games			1				/education/youth/new_games.html
		Youth Council			1				/education/youth/youth_council.html
		Cool Youth Links			1				/education/youth/youth_links.html
		Meet The Team			1				/education/about/whos_who/david_waters.html
	Ministerial & Adult Learning				1				/mission_ministry/adult_learning/ministerial_adult_learning.html
		Lay Ministry Training			1				/mission_ministry/adult_learning/lay_ministry.html
	Resource Library				1			Both link to same page	/education/resources/
		Resource Database			1			Both link to same page	/education/resources/
	Downloads Home				1			Repeats other downloads	/education/about/useful_downloads.html
Total					159	444	116		

Appendix Four

Example of possible new layout

The current "About Us" section home page:

The screenshot shows the website <http://www.ely.anglican.org/about/> in Internet Explorer. The page features a navigation menu with links to About Us, News & Events, Mission & Ministry, Church & Community, Information, Worship & Prayer, and Education & Training. The main content area is divided into several sections:

- About Us:** A large introductory text block with a group photo of the diocese members.
- The Diocese of Ely:** A section with a "Go" button.
- Diocese Homepage:** A section with a "Go" button.
- Diocesan News:** A section with a "All News" dropdown and a list of news items, including a departure announcement from Revd Dale Gingrich dated 05/11/2007 and another dated 01/11/2007.
- Diocesan Diary:** A section with a "All Dates" dropdown and a calendar for December 2007.
- Who's Who:** A section with a "Go" button and a photo of a man.
- About the Diocese:** A section with a "Go" button and a photo of a group of people.
- What We Believe:** A section with a "Go" button and a photo of a Bible.
- How We are Structured:** A section with a "Go" button and a photo of a church building.
- Deaneries & Parishes:** A section with a "Go" button and a photo of a church building.
- Bishops Welcome:** A section with a "Go" button and a quote from the Bishop of Ely, Dr Anthony Russell.
- About This Site:** A section with a "Go" button.
- Our History...:** A section with a "Go" button.
- The Bishops of Ely...:** A section with a "Go" button.
- The Good & The Great:** A section with a "Go" button and text about outstanding Christian men and women.
- Synodical Government:** A section with a "Go" button.
- Media Centre & Press Releases:** A section with a "Go" button.

The footer contains copyright information for 2007 Ely Diocese and links to Site Guide, Terms of use, Privacy, and Website Design by Popcorn.

The revised section home page with the top level navigation drop down menu replacing the news and calendar, and with the go buttons removed to simplify the look of the page:

