Date Provided: 26 August 2021

Title: User Engagement and Digital Services

Ref: EFOI 14137

Information Request

Please could you provide me with some information regarding user engagement and your use of open source and open standards for your digital services?

User engagement
- When did you last conduct research into how your website users are accessing digital services?
- How has your digital uptake increased over the past 12 months (as measured by the government's guidelines)?

Open source and open standards
- What percentage of your source code your council develops - or which is developed on your behalf by external parties - is made open?
- What percentage of your components are standard government technology components?
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Is your website designed using open standards for government?

Response by Eastbourne Borough Council

User engagement	
When did you last conduct research into how your website users are accessing digital services?	Research is ongoing. We monitor website visitor numbers, social media users, new email alert subscribers and online form submissions/transactions (integrated with our customer relationship management system) on a weekly/monthly basis.

How has your digital uptake increased over the past 12 months (as measured by the government's guidelines)?	For the period 1 Apr 2020 to 31 Mar 2021, our website visitor numbers have increased by 16%, which in turn was an increase of 17% on 2019/20. For the period Jul 2020 to Jun 2021, our social media follower numbers increased by 1994 people. It should be noted that the same period 2019-20 saw an overall increase of 3737 social media followers however this included 1944 new followers from March to May 2020 – a surge due to Covid-19. For the period Jun 2020 to May 2021, our email alert subscriber numbers have increased by approximately 118%.
Open source and open standards	
What percentage of your source code your council develops - or which is developed on your behalf by external parties - is made open?	We currently use a legacy content management system and are limited to the amount of source code we can add or change. As such, we do not yet make our source code open.
What percentage of your components are standard government technology components?	Whilst we use the majority (86%) of the items listed as components, they are 'as provided' by our CMS or embedded CRM forms, styled to be accessible and meet government standards.
Is your website designed using open standards for government?	We always work with government open standards in mind, striving to align our website with the standards as we work to continuously improve our website.