

AGENDA ITEM:

REPORT TO: Meeting of the	MERSEYSIDE FIRE & RESCUE AUTHORITY POLICY & RESOURCES COMMITTEE
DATE:	2ND APRIL 2013
REPORT NO.	CFO/046/13
REPORTING OFFICER:	CHIEF FIRE OFFICER
CONTACT OFFICER:	PETER RUSHTON - DIRECTOR OF CORPORATE COMMUNICATIONS, EXTN: 4557
OFFICERS CONSULTED:	ANDREW IWEDIEBO – NEW MEDIA MANAGER
SUBJECT:	WEBSITE USAGE AND DEVELOPMENT

THERE ARE APPENDICES TO THIS REPORT:

APPENDIX	A	TITLE	MFRA WEBSITE VISITOR STATISTICS
ATTACHED – HARD COPY			

Purpose of Report

1. To inform members how many visitors there are to the Merseyside Fire and Rescue website and explain future developments.

Recommendation

2. That Members note the report

Introduction & Background

3. Significant improvements have been made to the website and were reported to the Fire Authority in January.
4. Those changes included a new mobile design, creating various community safety campaigns and an updating of much of the public information on the site.
5. At the previous meeting of the Policy and Resources Committee Members enquired as to the number of people accessing the MFRA website. In the last 12 months there have been 600,127 visits to the site which works out at around 50,000 per month. The hits on the site work out at 13.6 million over 12 months.
6. Since the last report the IRMP consultation has been added to the website along with an on-line survey form.

7. Our coverage of incidents we attend has increased along with the follow-up support for our Hot Spot campaigns.
8. The Authority's new fire alarm policy and new HFSC policy are also being promoted on the site.
9. The future will see us making even more use of the site to promote the work we do in our communities and the services we offer.

Equality & Diversity Implications

10. The Website has been developed to ensure it meets the needs of the diverse communities across Merseyside and that the information is accessible to all.

Staff Implications

11. The site is managed in-house with a web manager and much of the content is produced by the Communications department.

Legal Implications

12. None.

Financial Implications & Value for Money

13. The website is the cheapest way to provide information to large numbers of people. However, access to the internet is not universal.

Risk Management, Health & Safety, and Environmental Implications

14. People will find more information on our services and advice on keeping themselves safe.

Contribution to Our Mission – To Achieve: Safer Stronger Communities – Safe Effective Firefighters”

15. It is important that the public and other stakeholders are aware of what we do and any changes we make to the services we offer.

BACKGROUND PAPERS

***Glossary of Terms**