



Webstructure.NET for Lincolnshire County Council

Features

- [Digital Switchover 2011](#)
- [Planned Library Closures](#)
- [School and Children's Centre Closures](#)
- [A1073 Spalding to Eye Improvement](#)
- [Convicts Search](#)
- [Free Community Websites](#)
- [Planning Applications](#)
- [Review of Special School and Mainstream Unit Provision](#)

Council News



[Message from Council Leader Martin Hill OBE](#)

What's on in November

Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7

Photos by Lincolnshire Residents



The brief

- To help the Council in its goal of channel shifting customers towards the web and away from more costly and less efficient forms of communication
- To improve navigation and search against a backdrop of a radical new design
- To make it faster and easier for the Council's web team to update and introduce new content to the site

“Probably the best local government web site in the world” was the view expressed in one Tweet about the new Lincolnshire County Council (LCC) website, which was designed and developed by Abacus e-Media working with the LCC team, led by Jean Trahearn, The Council’s Web Manager



Jean Trahearn,
Head of Web and
Information Services,
Lincolnshire
County Council

“The volume of people using our web site for everyday needs is ten to twenty times larger than those using the call centre and this number is growing at a rate of 20% each year”

The .NET platform

The new site for Lincolnshire County Council is not merely a digital facelift or the result of a desire to set new standards in local government web presence. It is there to help the Council achieve the twin goals of channel shifting and cost saving in this time of austerity.

In both its design and functionality, delivered by the latest version of Abacus e-Media’s content management software Webstructure.NET, it provides Lincolnshire County Council with a powerful and robust foundation on which to build their channel shifting activities.

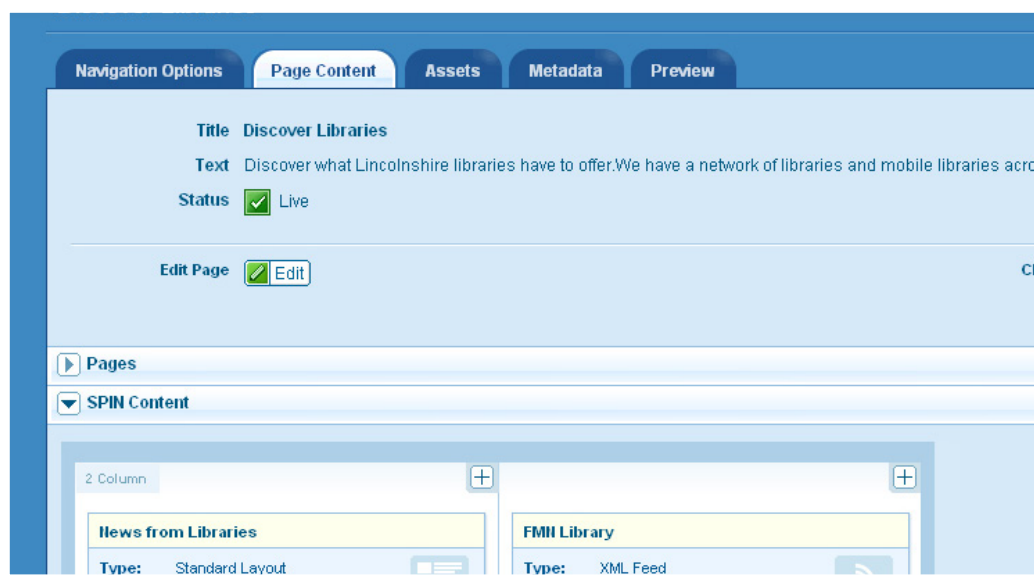
The value of channel shifting

Channel shifting is designed to encourage users away from more costly forms of service delivery (such as face to face or the phone) towards the web – with the absolute proviso that the service should not be compromised and the web approach should actually make it easier for the user.

Jean Trahearn: “The volume of people using our web site for everyday needs is ten to twenty times larger than those using the call centre and this number is growing at the rate of 20% each year whereas calls to call centres are typically reducing. And that’s as it should be.”

A radical new approach

One of the reasons for the success of the new LCC site has been the amount of preparation undertaken, prior to decisions being made. LCC consulted closely with the people of Lincolnshire to explore their ideas and comments on what the site should deliver. This was combined with input from internal teams within the Council.



“The process of introducing the concept of tabs was handled in a series of workshops and meetings by Abacus’ design team – and this worked extremely well.”

Jean Trahearn

Searching

Searching, particularly in a site as large as that of LCC, is crucial to its success. Although LCC had previously used Google, feedback from users suggested that searches provided far too much data, much of which could be irrelevant. Jean Trahearn: “The new site uses Solr; an enterprise search platform with faceted filtering. This allows users to filter which categories or areas of the site they wish to search. By being more selective as they set up the search, this dramatically cuts down the previously bewildering number of options they receive. In my view, this is a very significant step forward in helping people to get to what they really want.”

The importance of SPIN

Unique to Webstructure.NET is the ‘SPIN’ concept. This provides the Council’s web team with a very easy way of mining deep into the data on any part of the site, pulling up whatever is required and then using this wherever it is needed.

Jean Trahearn: “SPIN is hugely important for the council. A piece of data can be buried deep within our 14,000 pages and yet we are able to find it and bring it to the front page in a matter of seconds for however long we want it there.”

Consultation

LCC invested three months in consulting about the possible use of tabs on the new site as a means of grouping together certain types of information. Jean Trahearn: “The process of introducing the concept of tabs was handled in a series of workshops and meetings by Abacus’ design team – and this worked extremely well. This was undoubtedly time well spent. People are able to find what they need, and I predict that our use of tabs will be one of the features of this new site that will be most widely copied. Combined with mega drop down menus as the primary means of navigation, people can find what they want quickly and easily – which is a fundamental principle of channel shifting.”

“Abacus performed to their usual exemplary standard. They always deliver what you’d expect - all too frequently absent in other suppliers delivery.”

Jean Trahearn

Council Services

Covers services provided by both the County, District and Parish Councils
19 council services found

Gainsborough Old Hall

This magnificent medieval manor is one of the best in the country and an evocative reminder of days gone by.

Gainsborough Old Hall
 Parnell Street
 Gainsborough
 Lincolnshire
 DN21 2NB

Tel: 01427 612669
 Fax: 01427 612779
 Email: gainsboroughhall@lincolnshire.gov.uk

Map showing location near Gainsborough, Lincolnshire.

Search for a service
 eg. jobs, schools, adult etc

Did you find what you were looking for?
 Please give us your name, email and any comments you have.

Enter your name
 Enter your email address
 Add your comment or question
 Send

Working with Abacus

Jean Trahearn: “Abacus performed to their usual exemplary standard. They always deliver what you’d expect - all too frequently absent in other suppliers delivery. Both their programming and design teams work really well, with examples from both teams of work that represents sheer excellence and is truly inspirational, demonstrating an in-depth understanding of the web. Their work with the media sector is also hugely beneficial to us: we can simply cherry pick what is useful to us.”

Conclusion

- The implementation of a robust, secure platform which enables Lincolnshire County Council to confidently pursue its channel shifting and cost saving objectives
- A revolutionary design which is quick and easy for both search and navigation

Working with



CYNGOR SIR YNYS MńN
 ISLE OF ANGLESEY
 COUNTY COUNCIL