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## Our work

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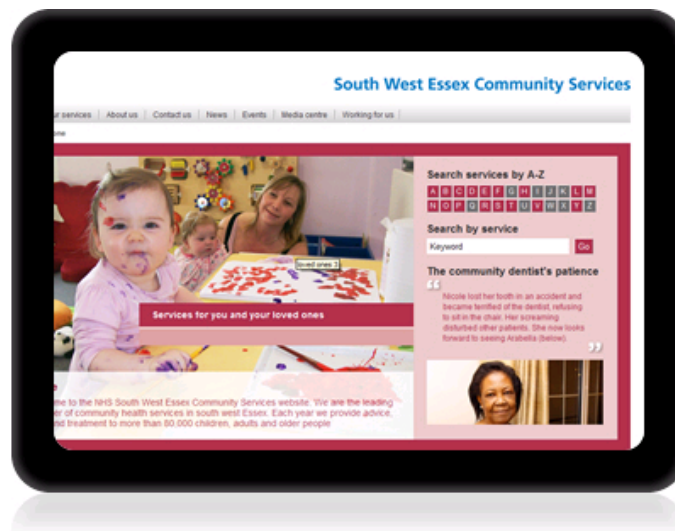
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### Content management

## South West Essex Community Services Website

### The Challenge

The Challenge facing South West Essex Community Services was twofold: to create a site that truly meets the needs of the diverse groups of stakeholders (in particular their informational needs) and that more fully reflects the vast set of community services on offer (over 70 services are offered to 420,000 users from a large number of locations).



### The Solution

First and foremost, we set out to maximise stakeholder engagement in the project from the start; it was important to the success of the project that all stakeholders' voices were heard and embraced.

Hosted by our experienced facilitators, we ran a 'Website Objectives' workshop with representatives of stakeholder groups, from departmental service managers through to volunteers who assist in such services as Baby Massage. Focusing on both audience and content, ideas were presented and findings collated. This process highlighted key issues for content such as the need for sharing information across services and representing all services effectively as well as identifying key information architecture requirements such as the need to give each service and each location its own landing page.

We then set about developing ideas on how to achieve stakeholder objectives from a technical point of view. As an example, a high priority was to enable users to locate the information they sought in the quickest and most efficient manner. To do this we created a multiple search engine which gave the user the ability to search for the service via either an A-Z function, an auto complete and suggestion keyword search tool and a general services dedicated section.

All this allowed the client to enter possible multiple search terms which would reflect the same service or department (e.g. paediatric practices and children's services). Importantly, this approach would allow multiple stakeholders to use their own language and create a site wide folksonomy to enable them to get to the information they required.

### The Results

### Search

via your interest

via keyword or phrase

### Talk to us

Name

How would you like to be contacted?

 Email  Phone

Email Address

The new site has been very well received, delivering against all its original objectives. The site has been designed so it is easy to expand and keep pace with the changing needs of community services. It uses an open source content management system, making it easy for the site to be kept up-to-date, an ideal choice for organisations looking to realise value-for-money.

The site adheres to NHS website guidelines and to WC3 standards for website accessibility.

### **About South West Essex Community Services**

South West Essex Community Services provide a wide range of community health services to the 420,000 people of south west Essex. Their services are provided across Thurrock, Brentwood, Basildon and surrounding areas, ensuring local people can receive the care they need close to their homes.

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