

# REPORTING ON

# PROGRESS

Central government websites 2009/10

This is a report on progress on the Public Accounts Committee (PAC) recommendations published in the PAC's 16th report of session 2007/08 *Government on the Internet: Progress in delivering information and services online* (March 2008). The Central Office of Information (COI) has delivered the standards and guidance recommended and invited government departments to report on their progress.

The report and dataset are available at [coi.gov.uk/websitemetrics2009-10](http://coi.gov.uk/websitemetrics2009-10)

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# INTRODUCTION

Following a National Audit Office report, the Public Accounts Committee (PAC) published a critical review of progress in improving the Government's internet practices in its 16th report of session 2007/08.

The PAC concluded that:

- it was unacceptable for the Government not to know how many websites it had and that no new websites should be set up without explicit approval;
- it was impossible to assess whether websites represented value for money as over a quarter of government organisations did not know the costs of their websites and there was no consistent way of measuring and reporting costs;
- making improvements to websites would prove challenging as 16% of government organisations had no information on how their websites were being used;
- quality had only improved slightly between 2002 and 2007 and a new set of quality standards should be developed by COI; and
- one third of all government websites did not comply with government's own user accessibility standards and all should meet the requisite standards by 2011.

The main recommendations were accepted in a response laid in the House on 17 September 2008. In particular, it committed to report on:

- preventing the creation of unnecessary websites;
- progress on website convergence; and
- costs, which were integrated with usage and quality.

This report covers websites run by ministerial and non-ministerial government departments. Future reports will also cover all websites overseen by central government bodies, including those belonging to executive agencies, non-departmental public bodies and other arm's-length public bodies.

**Over a quarter of government organisations did not know the costs of their websites.**

# RATIONALISING GOVERNMENT WEBSITES

Departments reduced the number of central government websites by packaging information and putting it in the right place for their audiences.

By 31 March 2010, 1,001 of the 1,795 websites identified by departmental website reviews had been closed, 289 had been given approval to continue and a further 422 were committed to being closed.

**1,001**  
websites closed

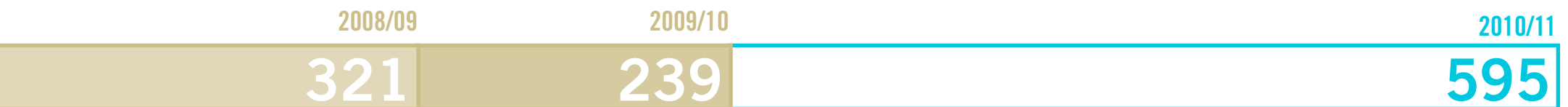


Figure 1: Number of websites closed in the last two years with projection if 75% of those remaining were to close.

# CONTROL OF NEW WEBSITES

The number of applications received from central government for the creation of new government websites was

# 37

Some 15 new websites were approved in 2009/10. These comprised six machinery of government (MoG) and name changes, six sites approved and reserved for future use but not active (including those that forward on to other corporate websites as necessary), one Welsh-language version, one cross-government project and one international policy campaign.

## THE FOLLOWING WEBSITES WERE APPROVED

### New websites:

- [data.gov.uk](http://data.gov.uk)  
(cross-government central service)
- [actoncopenhagen.gov.uk](http://actoncopenhagen.gov.uk)  
(international policy campaign)

### Changes of website address (not adding to total number of websites):

- [cyfrifiad.gov.uk](http://cyfrifiad.gov.uk)  
(Welsh language)
- [buyingsolutions.gov.uk](http://buyingsolutions.gov.uk)  
(name change)
- [qcda.gov.uk](http://qcda.gov.uk)  
(MoG change)
- [bis.gov.uk](http://bis.gov.uk)  
(MoG change)
- [jcpc.gov.uk](http://jcpc.gov.uk)  
(MoG change)
- [valuationtribunal.gov.uk](http://valuationtribunal.gov.uk)  
(name change)
- [dbis.gov.uk](http://dbis.gov.uk)  
(MoG change, forwarded on to bis.gov.uk)

## NEW WEBSITES SET UP WITHOUT APPROVAL:

- [marinemanagement.org.uk](http://marinemanagement.org.uk)  
(new site)
- [cabinetforum.org](http://cabinetforum.org)  
(for creative industry engagement)
- [begrand.net](http://begrand.net)  
(for grandparents)
- [census.gov.uk](http://census.gov.uk)  
(previously closed site re-opened)
- [censusjobs.co.uk](http://censusjobs.co.uk)  
(new site)

# COSTS OF CENTRAL GOVERNMENT WEBSITES

It's vital that central government departments have a consistent method of measuring the costs of websites.

A standard method is detailed in the guidance TG128 *Measuring website costs* ([coi.gov.uk/webguidelines/costs](http://coi.gov.uk/webguidelines/costs)).

The policy for fewer audience-focused digital channels has led to the closure of many websites. In many instances, this has meant that approved digital channels, including departmental corporate websites, have had to reconfigure in order to accommodate the information, communications and services of non-approved websites.

Following the publication of the TG128 guidance, departments have reported non-staff costs for five areas of spending:

- **Strategy and planning**  
This includes the cost of strategic work before the website is built or redeveloped, ongoing planning and project management.
- **Design and build**  
The cost of creative and technical work in producing or updating the website.
- **Hosting and infrastructure**  
The ongoing software, hardware and hosting costs associated with the website.
- **Content provision.**
- **Testing and evaluation.**

In addition the number of full-time equivalent (FTE) staff working on a website is calculated by adding together all those who work in any capacity for more than 50% of their time on that particular website. Where reported, the costs of those staff are also listed.

Table 1 overleaf lists the total reported costs of departmental websites and Table 2 (page 14) breaks down the total non-staff costs into the five areas of spending.

A+

B+

C+

D+

E=

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**COST**

## COSTS

TABLE 1: REPORTED TOTAL COSTS OF DEPARTMENT-RUN WEBSITES

Website	Reporting department	Non-staff costs	FTE internal staff working >50% of their time on this website	Reported staff costs	Notes
attorneygeneral.gov.uk	Attorney General's Office	£7,320	0	£0	
berr.gov.uk	Business, Enterprise and Regulatory Reform	£264,570	11.5	£895,005	Staff costs/numbers have been reported as advised, i.e. the number of full-time equivalent (FTE) staff at each grade, excluding staff who spend less than half their time working on content for the web.
bis.gov.uk	Business, Innovation and Skills	£433,165	1.5	£128,394	Bis.gov.uk was an interim site for the majority of this reporting period, from 10 June 2009 to 12 March 2010. The usage figures given here are for the interim site. The site was created at zero cost and hosted for £5,200 as shown in Table 2. The interim BIS site and former DIUS and BERR sites were replaced with a unified BIS site on 13 March 2010. The design and build costs given in Table 2 are the total costs of the project to create this unified site.
businesslink.gov.uk	HM Revenue and Customs	£35,000,000	11.6	£788,000	Non-staff costs include: leadership team, engagement and marketing functions; platform capability and strategic projects; live services and user support; content maintenance and development and content convergence through the Transformational Government programme; and programme integrity and testing. The figures provided do not include costs and staff of government convergence partners (e.g. OGDs, agencies, etc.).
cabinetoffice.gov.uk	Cabinet Office	£18,000	4.4	£230,735	Additional costs outside the five areas of spending include: £2,730 on the livestream system (\$ exchange rate on 30 April 2010); CLAS security testing at £2,850; £1,276 on domain name buying/renewal (this is the total figure – the amount relating to the Cabinet Office website is probably less than this); and £6,856 plus a further cost on security certificates.
civilservice.gov.uk	Cabinet Office	£115,000	2.3	£132,372	There is a contract in place for some maintenance work to be carried out at a monthly cost of £1,045, i.e. a total of £12,537 for this period. Additional maintenance costs amount to £824, making the total figure £13,361.

Website	Reporting department	Non-staff costs	FTE internal staff working >50% of their time on this website	Reported staff costs	Notes
coi.gov.uk	Central Office of Information	£36,117	0.6	£51,016	No staff spend more than 50% of their time working on the website. The reported FTE figure represents the people who spent more than 10% of their time working on the website during the reporting period. Excluded from the figures are a number of other internal staff who have contributed to content, management and planning for the website redesign. These amount to no more than a few hours per person.
communities.gov.uk	Communities and Local Government	£445,169	12	£455,359	This cost covers hosting costs across three sites: the CLG website, info4local and the CLG intranet.
cps.gov.uk	Crown Prosecution Service	–	–	–	
culture.gov.uk	Culture, Media and Sport	£118,697	2	£66,458	Costs include: using a structural analyst to review the structure of the site, including its architecture and navigation, to improve the user journey and experience; design costs (the build was done in-house); and the review, edit and rewrite of the entire content of the website (600 pages). DCMS has no dedicated digital communications resource and this website overhaul was implemented alongside other communications work.
dcsf.gov.uk	Education	£1,730,000	4	£178,238	The design and build costs include £73,000 for the development of the Every Child Matters section of the website by two developers from a framework contract.
decc.gov.uk	Energy and Climate Change	£334,600	4.9	£200,200	DECC's website went live in February 2009. Non-staff costs include but are not limited to web agency support and maintenance; COI project management and procurement; additional web parts, blog design and redesign of the news section; hosting, additional bandwidth charges, server migration, DNS migration, accessibility fixes and technical cover for the UN summit; migration and editing of content from the BIS and Defra websites following the creation of DECC, captioning of videos and third-party image library licences; and an accessibility audit, quantitative and qualitative user research, usability testing and information architecture design/redesign.
defra.gov.uk	Environment, Food and Rural Affairs	£71,149	12	£400,000	Hosting and infrastructure costs are paid for as part of Defra's overall IT contract, and it is not possible to separate the web hosting and infrastructure elements. Defra's work on website rationalisation and convergence (including development of content on Directgov and Business Link) is not included. This is resourced separately, as a project.



Website	Reporting department	Non-staff costs	FTE internal staff working >50% of their time on this website	Reported staff costs	Notes
dfid.gov.uk	International Development	£700,910	11.5	£574,982	The DFID website provides information about how the international development budget is spent and what has been achieved in lifting people out of poverty worldwide. It is a non-transactional website – members of the UK public may visit it for information but do not need to engage unless they are applying for a job. The costs of obtaining and creating content from the countries in which DFID operates are higher than for equivalent content from the UK.
dft.gov.uk	Transport	£1,193,000	6	£278,859	Non-staff costs cover all corporate content accessible via the dft.gov.uk domain. Costs include VAT where VAT is not reclaimable and exclude VAT where it is recoverable. Staff costs are for the central web team; no other staff across the Department spend more than 50% of their time on campaign sites or microsites.
dh.gov.uk	Health	£2,460,943	10.8	£450,664	Non-staff costs include one-off development work to improve the design and layout of the home page, following the results of a user survey.
direct.gov.uk	Work and Pensions	£10,404,000	145	£15,665,000	Total internal staff costs of £15,659,000 include: design and build – £2,461,000; content provision – £2,480,000; strategy and planning – £7,161,000; hosting and infrastructure – £2,632,000; testing and evaluation – £925,000. Directgov is able to accurately identify staff costs and hence does not use the standard uplift figure approach. Costs provided exclude: the cost of publishing resources in individual departments; and staff and non-staff costs relating to mobile, TV and Innovate.
dius.gov.uk	Innovation, Universities and Skills	£236,130	0	£0	Content management was contracted out to the same resource as reflected in 'Design and build' for non-staff costs.
dwp.gov.uk	Work and Pensions	£277,234	12.7	£542,708	Non-staff costs represent those that are available. Full costs cannot be provided because DWP IT contracts are not held at the individual website level of granularity. FTE figures include work done to converge Jobcentre Plus and The Pension Service content on to the DWP corporate site during 2009/10. As set out in the guidance, staff who spend less than 50% of their time on pure web activity are not included. Staff costs are based on a DWP national average salary per FTE grade, including any uplift and on-salary costs.

Website	Reporting department	Non-staff costs	FTE internal staff working >50% of their time on this website	Reported staff costs	Notes
eatwell.gov.uk	Food Standards Agency	£269,000	1.5	£110,792	Both the technical support and hosting and infrastructure of eatwell are integrated within that of the main FSA site, food.gov.uk. The figure for design and build of eatwell is therefore a proportion of the overall cost for the two sites, based on the relative size of the sites.
equalities.gov.uk	Government Equalities Office	£19,329	1	–	
fco.gov.uk	Foreign and Commonwealth Office	£1,401,153	22	£824,880	The data provided relates to the entire FCO web platform, not just to the main departmental site, fco.gov.uk. The FCO web platform hosts over 250 websites in 40 languages. These websites include the main FCO website, Arabic and Urdu versions of the FCO website, the UKvisas website, the FCO Freedom of Information website, and over 230 embassy, high commission and special mission sites. The FCO provides all content and undertakes all testing and evaluation in-house. This work is coordinated and carried out in part by London-based staff (information provided) but on a daily basis hundreds of staff across the organisation work on the website, meaning that it is not feasible to calculate the total time spent on this work.
food.gov.uk	Food Standards Agency	£682,400	6.5	£410,191	This includes the cost of a new build of the servers as part of the project to switch hosting providers during the year. The hosting and infrastructure, design and build, and content provision costs all include the costs of podcasts and webcasts and training tools that are hosted separately for technical reasons but in effect provide content for the site.
forestry.gov.uk	Forestry Commission	£60,000	6.8	£125,000	
gchq.gov.uk	GCHQ	–	–	–	
hmg.gov.uk	Cabinet Office	£36,000	2.3	£87,472	An additional cost of £39,497 was spent on the creation of a new HM Government website, which is not yet in effect.
hmrc.gov.uk	HM Revenue and Customs	£1,203,700	111.1	£7,495,918	HMRC has been unable to identify separately the major proportion of the website-related IT costs because these costs form part of the overarching IT contract in which the website-related components are not itemised. It has not been possible to itemise these costs at a reasonable cost to HMRC; the IT costs are therefore excluded in accordance with paragraph 34 of TG128 <i>Measuring website costs</i> .

Website	Reporting department	Non-staff costs	FTE internal staff working >50% of their time on this website	Reported staff costs	Notes
hm-treasury.gov.uk	HM Treasury	£64,170	4	£147,125	Content is supplied in-house by the press and policy teams and published by the in-house web team.
homeoffice.gov.uk	Home Office	£1,544,612	11	£535,102	The non-staff costs include one-off costs for 2009/10 of £1,052,656 incurred as a result of improving the security and reliability of hosting arrangements, and implementing changes to the website to allow website rationalisation. These costs will not be ongoing costs in future years.
info4local.gov.uk	Communities and Local Government	£211,005	1	£56,616	The main hosting cost is not included here. The cost is a collective one, covering the CLG website and intranet and info4local, and cannot be broken down. The cost is included with the CLG costs.
justice.gov.uk	Ministry of Justice	£99,000	10	£472,892	Non-staff website costs include £42,000 for search services, including the cost of search services for 16 other MoJ websites. Other hosting and infrastructure costs are not included in the reported non-staff costs because it is not possible to identify separate costs for the departmental website from within the overall contract for IT application and hosting services, which amounts to £1.4 million. In total there are 10 members of MoJ staff involved in publishing content to and maintenance and development of the MoJ website. Only three are dedicated primarily to the MoJ website; all the others have responsibilities covering the MoJ corporate intranet and providing advice and digital communications services to over 30 of the MoJ's arm's-length bodies and agencies. The proportion of costs attributable to justice.gov.uk is estimated at less than half of the total staffing costs.
mod.uk	Ministry of Defence	£551,927	7.4	£379,940	The non-staff costs figure also includes expenditure on the MoD's intranet.
nationalschool.gov.uk	National School of Government	£16,680	2.1	£82,045	
nhs.uk	NHS Choices	£21,303,000	0	£0	The NHS Choices contract is a fixed-price agreement and costs have been divided into the COI categories. Costs have not necessarily been recorded in these categories initially, and some arbitrary apportioning has been necessary. As per COI guidelines for calculating website costs, marketing and customer relations costs have been excluded. These total £5.028 million for the year 2009/10. NHS Choices ICF and other operational costs have also been excluded. These total £2.45 million for the year 2009/10. These figures were reported in December 2009 in response to PQ 310757.
number10.gov.uk	Number 10	£203,000	5	£202,724	This figure includes hosting for e-petitions as well as hosting, statistics and search services for the number10.gov.uk site.

Website	Reporting department	Non-staff costs	FTE internal staff working >50% of their time on this website	Reported staff costs	Notes
ofgem.gov.uk	Ofgem	£130,876	1.45	£88,816	This expenditure includes work to establish and run the website's online survey mechanism for 2009/10; work to enhance the accessibility of the website and to meet a number of new website standards; the costs of services and software to test and evaluate the website, including in respect of meeting various government website standards; and the cost of the internal hosting of the Ofgem website and costs incurred in April 2009 to bring the hosting of the website in-house. Almost all of the content on the Ofgem website is in the form of consultation and decision documents that would need to be made available to stakeholders in other formats if they were not available for download on the website.
ofsted.gov.uk	Ofsted	£659,000	4	£101,244	
oft.gov.uk	Office of Fair Trading	£505,897	4	£143,608	Design and build costs are higher than usual due to the website redevelopment and relaunch that has just taken place. Hosting and infrastructure costs cover the website and intranet – these are hosted and paid for as a unit so the costs cannot be broken down any further. Testing and evaluation costs are also higher than usual due to the website redevelopment and relaunch.
opsi.gov.uk	National Archives	£814,217	3	£117,000	This includes the cost of integrating the Statute Law Database with OPSI's 'legislation as enacted' online services for legislation.gov.uk, but excludes the costs associated with the internal editorial system.
psc.gov.uk	Postal Services Commission	£12,638	–	£9,436	The staff costs are for two members of staff updating the website on an ad hoc basis.
research4development.info	International Development	£541,599	0	£0	The R4D site's management and editorial provision are wholly contracted out and therefore there are no DFID staff costs reported.
sfo.gov.uk	Serious Fraud Office	£108,022	1.1	£40,805	
stabilisationunit.gov.uk	International Development	£12,241	0	£0	Non-staff costs include: the specification of requirements and architecture planning; a webmaster consultant for the design and building of website components; a contract with web hosts CWCS; a user guide to uploading content; and a strategic communications consultant.

Website	Reporting department	Non-staff costs	FTE internal staff working >50% of their time on this website	Reported staff costs	Notes
statisticsauthority.gov.uk	UK Statistics Authority	£0	0.6	–	Non-staff costs in relation to the Statistics Authority's website are not identified separately from those of other websites operated/managed by the Office for National Statistics, an Executive Agency.
transportdirect.info	Transport	£6,223,000	5	£257,000	The Transport Direct team in DfT provides the TD website and also supports a wider programme of work largely aimed at improving data quality across the travel information community. While the effect of some of this work is to improve content provision for the TD website, the work (and associated spend) also delivers other benefits, for example the production of a national cycle database to be used by TD and by local authorities for their own purposes, and the production of a national coach database to be used by TD, transport operators and other travel information services (such as Traveline). The guidance offered in paragraphs 37 and 39 of TG128 has been interpreted here and these costs have been excluded from the figures on that basis.
uktradeinvest.gov.uk	UK Trade and Investment	£3,908,000	17.9	£797,000	UKTI's website comprised two separate web platforms in 2009/10. Design and build work focused on converging the websites onto a single, integrated platform. Employment costs for Civil Service grades are based on BIS's 'ready reckoner' salary rates.
<b>Totals</b>		<b>£94,426,470</b>	<b>481.6</b>	<b>£33,523,595</b>	

## COSTS

TABLE 2: REPORTED WEBSITE COSTS BY AREA OF SPENDING

Website	Reporting department	Strategy and planning £000	Design and build £000	Hosting and infrastructure £000	Content provision £000	Testing and evaluation £000
attorneygeneral.gov.uk	Attorney General's Office	0	2	5	0	0
audit-commission.gov.uk	Audit Commission	0	0	0	0	0
berr.gov.uk	Business, Enterprise and Regulatory Reform	0	0	253	0	12
bis.gov.uk	Business, Innovation and Skills	0	397	5	0	30
businesslink.gov.uk	HMRC	6,250	4,388	4,661	15,229	4,472
cabinetoffice.gov.uk	Cabinet Office	0	0	18	0	0
civilservice.gov.uk	Cabinet Office	0	30	85	0	0
coi.gov.uk	Central Office of Information	16	16	4	0	0
communities.gov.uk	Communities and Local Government	0	70	372	0	3
cps.gov.uk	Crown Prosecution Service	–	–	–	–	–
culture.gov.uk	Culture, Media and Sport	12	13	60	34	0
dcsf.gov.uk	Education	0	341	670	719	0
decc.gov.uk	Energy and Climate Change	58	12	73	84	108
defra.gov.uk	Environment, Food and Rural Affairs	0	57	0	0	14
dfid.gov.uk	International Development	203	84	142	242	30

Website	Reporting department	Strategy and planning £000	Design and build £000	Hosting and infrastructure £000	Content provision £000	Testing and evaluation £000
dft.gov.uk	Transport	45	198	810	100	40
dh.gov.uk	Health	370	934	597	6	554
direct.gov.uk	Work and Pensions	606	5,113	1,760	202	2,723
dus.gov.uk	Innovation, Universities and Skills	0	126	110	0	0
dwp.gov.uk	Work and Pensions	0	7	197	60	14
eatwell.gov.uk	Food Standards Agency	0	160	85	17	7
equalities.gov.uk	Government Equalities Office	0	8	7	5	0
fco.gov.uk	Foreign and Commonwealth Office	0	756	645	0	0
food.gov.uk	Food Standards Agency	6	325	271	73	8
forestry.gov.uk	Forestry Commission	0	27	18	0	15
gchq.gov.uk	GCHQ	–	–	–	–	–
hmg.gov.uk	Cabinet Office	0	31	5	0	0
hmrc.gov.uk	HM Revenue and Customs	0	132	1,071	0	0
hm-treasury.gov.uk	HM Treasury	0	8	56	0	0
homeoffice.gov.uk	Home Office	0	0	1,212	221	112
info4local.gov.uk	Communities and Local Government	17	47	17	84	46
justice.gov.uk	Ministry of Justice	0	99	0	0	0

Website	Reporting department	Strategy and planning £000	Design and build £000	Hosting and infrastructure £000	Content provision £000	Testing and evaluation £000
mod.uk	Ministry of Defence	0	418	127	0	6
nationalschool.gov.uk	National School of Government	0	4	10	0	3
nhs.uk	NHS Choices	5,845	6,377	2,610	5,448	1,023
number10.gov.uk	Number 10	0	11	86	106	0
ofgem.gov.uk	Ofgem	8	50	40	5	28
ofsted.gov.uk	Ofsted	175	0	378	99	7
oft.gov.uk	Office of Fair Trading	13	174	195	6	118
opsi.gov.uk	National Archives	0	419	117	245	33
psc.gov.uk	Postal Services Commission	0	3	9	0	0
research4development.info	International Development	101	146	17	255	24
sfo.gov.uk	Serious Fraud Office	8	60	14	12	14
stabilisationunit.gov.uk	International Development	1	6	2	3	0
statisticsauthority.gov.uk	UK Statistics Authority	–	–	–	–	–
transportdirect.info	Transport	364	1,092	3,662	862	243
uktradeinvest.gov.uk	UK Trade and Investment	0	543	3,322	16	27
<b>Totals</b>		<b>14,097</b>	<b>22,641</b>	<b>23,840</b>	<b>24,132</b>	<b>9,716</b>



# USAGE OF CENTRAL GOVERNMENT WEBSITES

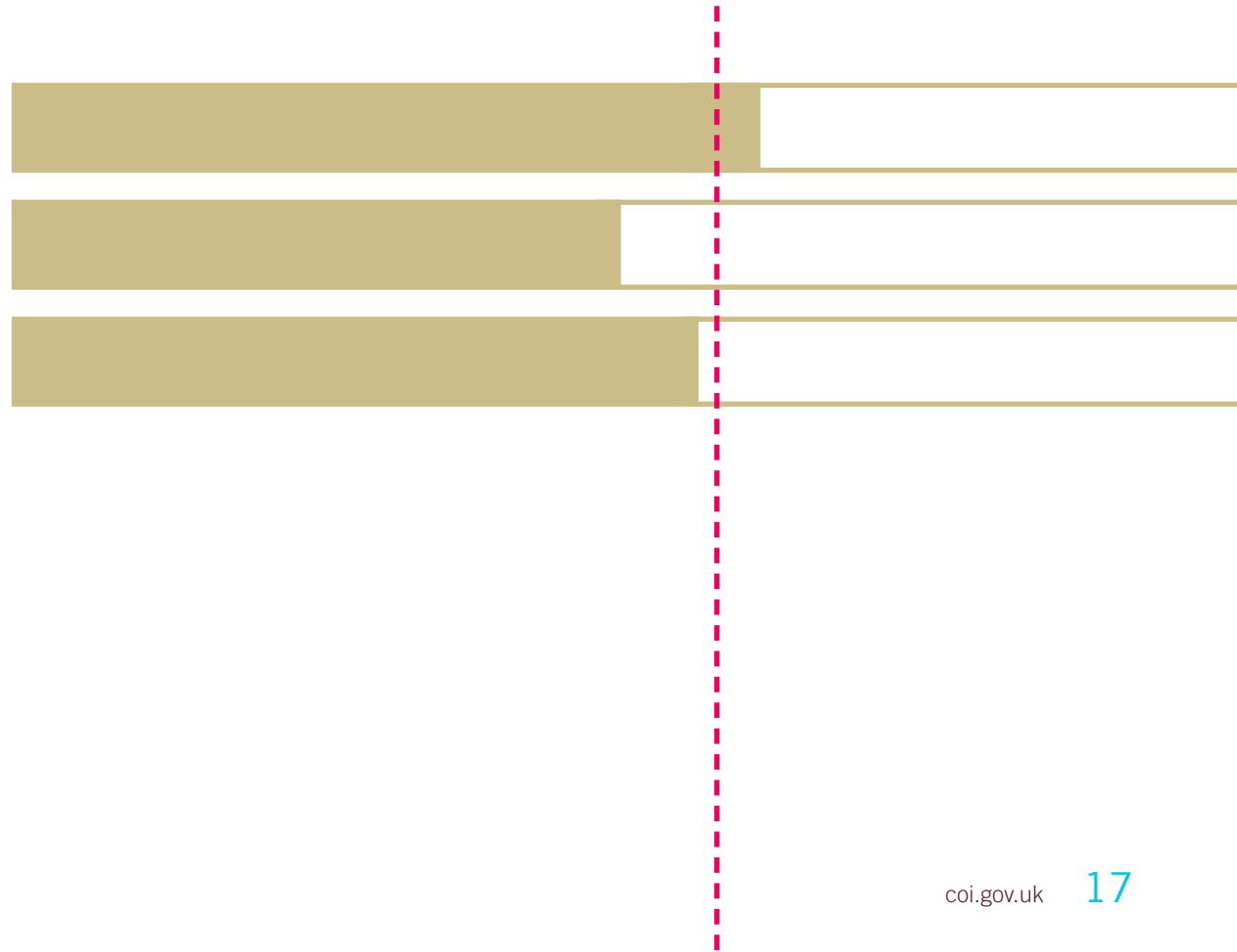
In March 2009, COI published guidance on measuring website usage.

The standard method is detailed in the guidance TG116 *Measuring website usage* ([coi.gov.uk/webguidelines/usage](http://coi.gov.uk/webguidelines/usage)).

Following that standard, departments have reported the following usage for their department-run websites during 2009/10 (Table 3 overleaf).

Please note that 'bounce rate' represents the number of single-page visits as a proportion of total visits to the site.

Where indicated, site usage has been verified by an independent audit. Note that the usage of the website is not the same as usage of the content of the website, which may be syndicated to many other websites, or data extracted and used by third parties.



## USAGE

TABLE 3: USAGE OF DEPARTMENT-RUN WEBSITES

Website	Reporting department	Average number of unique users/ browsers per month	Total number of page impressions	Total number of visits	Bounce rate	Average visit duration	Site traffic audited
attorneygeneral.gov.uk	Attorney General's Office	7,212	246,750	99,952	68.3%	1m 43s	No
audit-commission.gov.uk	Audit Commission	82,349	6,668,359	1,488,079	29.4%	6m 55s	Yes
berr.gov.uk	Business, Enterprise and Regulatory Reform	464,161	18,609,029	6,443,565	50.0%	5m 28s	n/a
bis.gov.uk	Business, Innovation and Skills	36,047	5,073,166	1,018,242	–	6m 44s	Yes
businesslink.gov.uk	HMRC	1,164,663	93,502,545	16,670,665	46.2%	8m 43s	Yes
cabinetoffice.gov.uk	Cabinet Office	111,650	9,034,921	2,766,988	66.2%	12m 26s	Yes
civilservice.gov.uk	Cabinet Office	290,023	47,791,716	6,163,395	20.6%	4m 46s	Yes
coi.gov.uk	Central Office of Information	19,569	1,095,489	336,559	51.2%	4m 52s	Yes
communities.gov.uk	Communities and Local Government	411,347	29,767,248	7,561,321	37.4%	4m 25s	Yes
cps.gov.uk	Crown Prosecution Service	–	–	–	–	–	Yes
culture.gov.uk	Culture, Media and Sport	96,101	23,491,463	3,734,671	–	15m 15s	No
dcsf.gov.uk	Education	495,262	48,627,088	10,313,662	48.1%	20m 8s	Yes
decc.gov.uk	Energy and Climate Change	71,344	4,536,915	1,495,878	52.0%	6m 1s	Yes
defra.gov.uk	Environment, Food and Rural Affairs	332,603	49,612,472	21,447,310	–	3m 14s	Yes
dfid.gov.uk	International Development	102,634	6,957,758	1,808,763	–	7m 16s	Yes
dft.gov.uk	Transport	327,126	17,497,004	5,120,985	49.7%	4m 55s	No
dh.gov.uk	Health	916,336	63,624,804	16,187,108	46.5%	5m 23s	Yes
direct.gov.uk*	Work and Pensions	8,598,638	546,515,442	143,398,603	40.6%	4m 12s	Yes

Website	Reporting department	Average number of unique users/ browsers per month	Total number of page impressions	Total number of visits	Bounce rate	Average visit duration	Site traffic audited
dius.gov.uk	Innovation, Universities and Skills	51,394	2,320,830	805,963	52.9%	2m 30s	n/a
dwp.gov.uk**	Work and Pensions	801,009	72,820,907	16,781,145	–	–	Yes
eatwell.gov.uk	Food Standards Agency	362,086	13,813,065	4,899,265	61.9%	7m 17s	Yes
equalities.gov.uk	Government Equalities Office	21,501	–	339,058	–	2m 1s	Yes
fco.gov.uk	Foreign and Commonwealth Office	597,635	53,650,286	11,667,660	35.1%	3m 6s	No
food.gov.uk	Food Standards Agency	237,669	11,040,788	3,877,341	55.2%	6m 48s	Yes
forestry.gov.uk	Forestry Commission	254,195	18,248,349	4,119,642	–	3m 21s	Yes
gchq.gov.uk	GCHQ	21,442	1,052,052	547,434	65.7%	–	Yes
hmg.gov.uk	Cabinet Office	10,794	876,095	298,923	67.2%	10m 22s	Yes
hmrc.gov.uk	HM Revenue and Customs	3,578,381	447,994,614	81,134,411	34.0%	–	Yes
hm-treasury.gov.uk	HM Treasury	167,191	9,669,583	2,946,960	52.4%	2m 17s	Yes
homeoffice.gov.uk	Home Office	703,123	28,149,882	10,461,630	–	4m 38s	Yes
info4local.gov.uk†	Communities and Local Government	38,808	2,104,837	1,208,781	28.4%	2m 53s	Yes
justice.gov.uk	Ministry of Justice	722,922	16,230,015	–	–	–	No
mod.uk	Ministry of Defence	363,812	29,111,900	7,824,436	43.3%	5m 17s	Yes
nationalschool.gov.uk	National School of Government	18,377	1,844,910	344,497	46.2%	5m 30s	No
nhs.uk	NHS Choices	6,200,172	395,352,875	98,605,204	45.5%	6m 45s	Yes
number10.gov.uk	Number 10	764,160	34,108,349	11,943,729	50.4%	5m 52s	Yes
ofgem.gov.uk	Ofgem	42,349	4,348,457	886,367	33.8%	6m 48s	Yes
ofsted.gov.uk	Ofsted	573,158	92,336,637	10,887,359	30.0%	7m 17s	Yes
oft.gov.uk	Office of Fair Trading	141,028	10,347,147	2,304,792	58.2%	1m 2s	Yes

Website	Reporting department	Average number of unique users/browsers per month	Total number of page impressions	Total number of visits	Bounce rate	Average visit duration	Site traffic audited
opsi.gov.uk	National Archives	1,217,630	197,986,823	28,841,676	–	–	Yes
psc.gov.uk	Postal Services Commission	9,257	431,572	147,229	56.9%	4m 47s	Yes
research4development.info	International Development	39,950	8,163,148	621,342	69.1%	14m 28s	Yes
sfo.gov.uk	Serious Fraud Office	15,328	948,891	259,056	49.9%	2m 18s	Yes
stabilisationunit.gov.uk	International Development	5,387	531,578	100,128	–	4m 13s	Yes
statisticsauthority.gov.uk	UK Statistics Authority	7,273	479,669	106,965	75.0%	3m 2s	Yes
transportdirect.info	Transport	1,212,602	132,551,361	19,905,725	44.7%	14m 31s	Yes
uktradeinvest.gov.uk‡	UK Trade and Investment	28,085	5,399,837	399,501	63.3%	6m 3s	No
<b>Totals</b>			<b>2,564,566,626</b>	<b>568,321,965</b>			<b>84.4%</b>

\* Figures relate only to Directgov's core or 'central' site. Visits to all Directgov branded sites in this period were 247.7 million.

\*\* The average number of unique users/browsers per month is based on April and May 2009 only.

† info4local is a portal which aims to pass traffic on to its 70 contributing websites; therefore, not all of its useful activity is captured by the number of page impressions.

‡ The figure for page impressions applies to the entire website. Other figures apply to inward-investment content only.

# QUALITY OF CENTRAL GOVERNMENT WEBSITES

Every government website should run satisfaction surveys.

A standard method is detailed in the guidance TG126 *Measuring website quality* ([coi.gov.uk/webguidelines/quality](http://coi.gov.uk/webguidelines/quality)).

Table 4 (overleaf) summarises net satisfaction with central government websites. This is calculated from 5-point scales by subtracting the negatives from the positives, ignoring the centre point, for example (Very good + Good) – (Poor + very poor). In Table 5 (page 23), responses to user surveys show whether people felt that they had got what they wanted from the website.

As with all surveys of this kind, some information or services sought may not be available online. Customers' satisfaction ratings may reflect this fact, rather than a failure to locate information.



# QUALITY

**TABLE 4: NET SATISFACTION PERCENTAGES**

Website	Reporting department	Net visitor satisfaction (%)	Net satisfaction (%) with:						Net advocacy (%)
			Ease of use	Design	Ease of finding info/services	Editorial quality	Content accuracy	Search tool	
cabinetoffice.gov.uk	Cabinet Office	42	53	35	40	64	50	22	47
civilservice.gov.uk	Cabinet Office	63	77	72	65	82	79	55	76
coi.gov.uk	Central Office of Information	12	54	32	11	67	41	32	26
dcsf.gov.uk	Education	63	–	–	–	–	–	–	–
defra.gov.uk	Environment, Food and Rural Affairs	43	42	59	20	53	54	24	48
dfid.gov.uk	International Development	79	73	77	40	81	67	–	–
dft.gov.uk	Transport	-1	1	11	-24	16	20	-21	9
direct.gov.uk	Work and Pensions	73	72	60	65	72	67	–	78
dwp.gov.uk	Work and Pensions	-8	15	20	-9	11	17	-1	-2
eatwell.gov.uk	Food Standards Agency	36	51	42	37	48	42	35	29
food.gov.uk	Food Standards Agency	38	38	33	14	46	43	19	38
hmg.gov.uk	Cabinet Office	52	56	46	52	56	65	31	37
hm-treasury.gov.uk	HM Treasury	57	–	–	–	58	–	–	–
homeoffice.gov.uk	Home Office	19	49	46	21	38	33	33	35
mod.uk	Ministry of Defence	73	75	64	64	79	69	47	65
ofgem.gov.uk	Ofgem	23	36	42	6	32	41	1	21
opsi.gov.uk	National Archives	–	63	42	52	54	70	–	–
research4development.info	International Development	63	82	53	61	77	58	59	90
transportdirect.info	Transport	84	89	72	86	76	75	58	93
uktradeinvest.gov.uk	UK Trade and Investment	60	42	–	42	64	70	–	–

# QUALITY

**TABLE 5: PURPOSE OF VISIT ACHIEVED**

Website	Reporting department	Got everything I wanted (%)	Got most of what I wanted (%)	Got some of what I wanted (%)	Got none of what I wanted (%)
cabinetoffice.gov.uk	Cabinet Office	33	25	23	20
civilservice.gov.uk	Cabinet Office	27	34	28	12
coi.gov.uk	Central Office of Information	21	31	31	18
dcsf.gov.uk	Education	39	14	38	9
defra.gov.uk	Environment, Food and Rural Affairs	24	36	26	14
dfid.gov.uk	International Development	77	0	0	23
dft.gov.uk	Transport	24	20	25	32
direct.gov.uk	Work and Pensions	32	32	24	12
dwp.gov.uk	Work and Pensions	15	19	26	40
eatwell.gov.uk	Food Standards Agency	28	26	22	24
food.gov.uk	Food Standards Agency	23	30	24	23
hmg.gov.uk	Cabinet Office	31	32	25	12
homeoffice.gov.uk	Home Office	20	26	26	28
mod.uk	Ministry of Defence	48	31	13	7
ofgem.gov.uk	Ofgem	30	20	20	30
research4development.info	International Development	42	0	49	9
transportdirect.info	Transport	36	55	8	1

# ACCESSIBILITY OF CENTRAL GOVERNMENT WEBSITES

There are a number of actions that departments are required to undertake to ensure that their websites are accessible to the widest possible range of people.

These standard methods are described in the guidance TG102 *Delivering inclusive websites* ([coi.gov.uk/webguidelines/accessibility](http://coi.gov.uk/webguidelines/accessibility)).

They include:

- WCAG single-A conformance measured using automated testing;
- WCAG double-A conformance measured using automated testing;
- WCAG A and AA conformance measured using manual testing; and
- user testing with disabled people.

The number of departments meeting these requirements is reported in Table 6 (overleaf).

The logo for WCAG AA. The letters 'WCAG' are rendered in a large, light blue, outlined font. The letters 'AA' are rendered in a smaller, solid dark purple font, positioned to the right of 'WCAG'.



## ACCESSIBILITY

TABLE 6: DO DEPARTMENT-RUN WEBSITES MEET ACCESSIBILITY REQUIREMENTS?

Website	Reporting department	A conformance automated testing	AA conformance automated testing	Manual testing for A and AA	User testing
attorneygeneral.gov.uk	Attorney General's Office	Yes	Yes	Yes	No
audit-commission.gov.uk	Audit Commission	Yes	Yes	Yes	Yes
berr.gov.uk	Business, Enterprise and Regulatory Reform	Yes	Yes	Yes	Yes
bis.gov.uk	Business, Innovation and Skills	Yes	Yes	Yes	Yes
businesslink.gov.uk	HMRC	Yes	Yes	Yes	Yes
cabinetoffice.gov.uk	Cabinet Office	Yes	Yes	Yes	Yes
civilservice.gov.uk	Cabinet Office	Yes	Yes	Yes	No
coi.gov.uk	Central Office of Information	Yes	Yes	Yes	No
communities.gov.uk	Communities and Local Government	Yes	Yes	Yes	Yes
cps.gov.uk	Crown Prosecution Service	–	–	–	–
culture.gov.uk	Culture, Media and Sport	Yes	Yes	Yes	No
dcspf.gov.uk	Education	Yes	Yes	Yes	Yes
decc.gov.uk	Energy and Climate Change	Yes	Yes	Yes	Yes
defra.gov.uk	Environment, Food and Rural Affairs	Yes	Yes	Yes	No
dfid.gov.uk	International Development	Yes	Yes	Yes	Yes
dft.gov.uk	Transport	Yes	Yes	Yes	No
dh.gov.uk	Health	Yes	Yes	Yes	No
direct.gov.uk	Work and Pensions	Yes	Yes	Yes	Yes
dius.gov.uk	Innovation, Universities and Skills	Yes	Yes	No	No

Website	Reporting department	A conformance automated testing	AA conformance automated testing	Manual testing for A and AA	User testing
dwp.gov.uk	Work and Pensions	Yes	Yes	Yes	No
eatwell.gov.uk	Food Standards Agency	Yes	Yes	Yes	No
equalities.gov.uk	Government Equalities Office	–	–	–	–
fco.gov.uk	Foreign and Commonwealth Office	Yes	Yes	Yes	No
food.gov.uk	Food Standards Agency	Yes	Yes	Yes	No
forestry.gov.uk	Forestry Commission	–	Yes	Yes	Yes
gchq.gov.uk	GCHQ	Yes	Yes	Yes	No
hmg.gov.uk	Cabinet Office	No	No	No	No
hmrc.gov.uk	HM Revenue and Customs	Yes	No	Yes	Yes
hm-treasury.gov.uk	HM Treasury	Yes	No	Yes	Yes
homeoffice.gov.uk	Home Office	Yes	Yes	Yes	Yes
info4local.gov.uk	Communities and Local Government	Yes	Yes	Yes	Yes
justice.gov.uk	Ministry of Justice	Yes	Yes	Yes	Yes
mod.uk	Ministry of Defence	Yes	Yes	Yes	Yes
nationalschool.gov.uk	National School of Government	No	No	No	No
nhs.uk	NHS Choices	Yes	Yes	Yes	Yes
number10.gov.uk	Number 10	Yes	Yes	Yes	No
ofgem.gov.uk	Ofgem	No	No	Yes	Yes
ofsted.gov.uk	Ofsted	No	No	Yes	No
oft.gov.uk	Office of Fair Trading	Yes	Yes	Yes	Yes
opsi.gov.uk	National Archives	Yes	Yes	Yes	No

Website	Reporting department	A conformance automated testing	AA conformance automated testing	Manual testing for A and AA	User testing
psc.gov.uk	Postal Services Commission	Yes	Yes	Yes	No
research4development.info	International Development	Yes	Yes	Yes	No
sfo.gov.uk	Serious Fraud Office	–	–	–	–
stabilisationunit.gov.uk	International Development	No	No	No	No
statisticsauthority.gov.uk	UK Statistics Authority	–	–	–	–
transportdirect.info	Transport	Yes	Yes	Yes	No
uktradeinvest.gov.uk	UK Trade and Investment	Yes	Yes	Yes	Yes
<b>Percentage compliance</b>		<b>78.7%</b>	<b>76.6%</b>	<b>83.0%</b>	<b>44.7%</b>

# STANDARDS COMPLIANCE

COI issued a number of standards to improve the quality of websites.

These include TG122 *Exposing your website to search engines* ([coi.gov.uk/webguidelines/xmlsitemaps](http://coi.gov.uk/webguidelines/xmlsitemaps)), TG125 *Managing URLs* ([coi.gov.uk/webguidelines/managingurls](http://coi.gov.uk/webguidelines/managingurls)) and TG124 *Structuring information on the web for re-usability* ([coi.gov.uk/webguidelines/linkedata](http://coi.gov.uk/webguidelines/linkedata)).

Table 7 (overleaf) lists whether each website does or does not comply with the standard.

In addition, it lists the reported availability (uptime) percentage.


## COMPLIANCE

TABLE 7: COMPLIANCE OF INDIVIDUAL WEBSITES WITH MANDATED STANDARDS

Website	Reporting department	XML sitemap in place to enable web search engines to index the site (target date: December 2008)	Redirection component to the UK Government website archive in place to avoid broken links (target date: September 2009)	Consultation descriptions marked up in RDFa to enable re-use by third parties (target date: December 2009)	Server uptime (%)
attorneygeneral.gov.uk	Attorney General's Office	No	Yes	Yes	100.00
audit-commission.gov.uk	Audit Commission	No	Yes	No	98.80
berr.gov.uk	Business, Enterprise and Regulatory Reform	Yes	Yes	No	99.70
bis.gov.uk	Business, Innovation and Skills	No	No	Yes	98.82
businesslink.gov.uk	HMRC	Yes	Yes	Yes	99.50
cabinetoffice.gov.uk	Cabinet Office	Yes	Yes	Yes	99.98
civilservice.gov.uk	Cabinet Office	Yes	No	Yes	99.98
coi.gov.uk	Central Office of Information	Yes	No	Yes	99.99
communities.gov.uk	Communities and Local Government	Yes	Yes	Yes	100.00
cps.gov.uk	Crown Prosecution Service	–	–	–	–
culture.gov.uk	Culture, Media and Sport	Yes	Yes	No	99.80
dcسف.gov.uk	Education	Yes	Yes	No	99.92
decc.gov.uk	Energy and Climate Change	Yes	No	Yes	99.95
defra.gov.uk	Environment, Food and Rural Affairs	Yes	No	Yes	100.00
dfid.gov.uk	International Development	Yes	Yes	Yes	99.37
dft.gov.uk	Transport	Yes	Yes	Yes	99.90
dh.gov.uk	Health	Yes	Yes	Yes	99.91

Website	Reporting department	XML sitemap in place to enable web search engines to index the site (target date: December 2008)	Redirection component to the UK Government website archive in place to avoid broken links (target date: September 2009)	Consultation descriptions marked up in RDFa to enable re-use by third parties (target date: December 2009)	Server uptime (%)
direct.gov.uk*	Work and Pensions	Yes	Yes	n/a	99.97
dus.gov.uk	Innovation, Universities and Skills	Yes	Yes	No	–
dwp.gov.uk	Work and Pensions	Yes	Yes	Yes	99.60
eatwell.gov.uk	Food Standards Agency	Yes	No	Yes	99.95
equalities.gov.uk	Government Equalities Office	–	–	–	–
fco.gov.uk	Foreign and Commonwealth Office	Yes	Yes	No	100.00
food.gov.uk	Food Standards Agency	Yes	No	Yes	99.95
forestry.gov.uk	Forestry Commission	Yes	Yes	No	–
gchq.gov.uk	GCHQ	Yes	No	–	100.00
hmg.gov.uk	Cabinet Office	Yes	No	Yes	99.98
hmrc.gov.uk	HM Revenue and Customs	Yes	No	No	100.00
hm-treasury.gov.uk	HM Treasury	Yes	Yes	Yes	100.00
homeoffice.gov.uk	Home Office	Yes	No	Yes	99.90
info4local.gov.uk	Communities and Local Government	No	No	Yes	100.00
justice.gov.uk	Ministry of Justice	Yes	Yes	Yes	99.40
mod.uk	Ministry of Defence	Yes	Yes	Yes	99.89
nationalschool.gov.uk	National School of Government	Yes	Yes	Yes	–
nhs.uk	NHS Choices	Yes	Yes	Yes	99.98
number10.gov.uk	Number 10	Yes	No	Yes	99.90

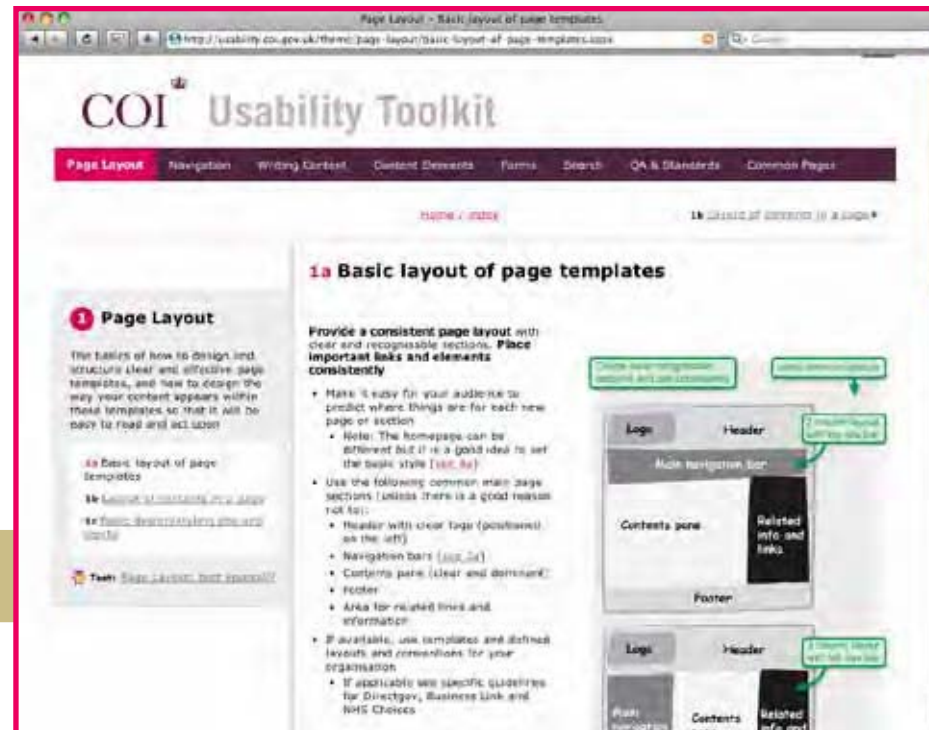
Website	Reporting department	XML sitemap in place to enable web search engines to index the site (target date: December 2008)	Redirection component to the UK Government website archive in place to avoid broken links (target date: September 2009)	Consultation descriptions marked up in RDFa to enable re-use by third parties (target date: December 2009)	Server uptime (%)
ofgem.gov.uk	Ofgem	Yes	Yes	Yes	99.70
ofsted.gov.uk	Ofsted	Yes	Yes	No	98.00
oft.gov.uk	Office of Fair Trading	Yes	Yes	No	99.62
opsi.gov.uk	National Archives	Yes	Yes	Yes	99.98
psc.gov.uk	Postal Services Commission	No	No	No	99.32
research4development.info	International Development	Yes	Yes	No	99.00
sfo.gov.uk	Serious Fraud Office	–	–	–	–
stabilisationunit.gov.uk	International Development	No	No	No	–
statisticsauthority.gov.uk	UK Statistics Authority	–	–	–	–
transportdirect.info	Transport	Yes	Yes	Yes	99.60
uktradeinvest.gov.uk	UK Trade and Investment	No	No	No	100.00
<b>Percentage compliance</b>		<b>76.6%</b>	<b>57.4%</b>	<b>58.7%</b>	

\* This is something that Directgov facilitates by re-using information from other sites.

# USABILITY TOOLKIT

The *Usability Toolkit* ([coi.gov.uk/usability](http://coi.gov.uk/usability)) was commissioned by the Power of Information Task Force to help government bodies ensure that their websites are easily usable.

The toolkit was launched in May 2009. It is open to all, but those who register can also access structured self-assessment and e-learning. Table 8 (overleaf) lists the number of people registered. Please note that some people may have registered without indicating their department and therefore would appear grouped into 'Other'.





# USABILITY

## TABLE 8: REGISTERED USERS OF USABILITY TOOLKIT BY ORGANISATION

Department	Number of registered users of Usability Toolkit
Business, Enterprise and Regulatory Reform	1
Business, Innovation and Skills	25
Cabinet Office	3
Central Office of Information	3
Children, Schools and Families	1
Defence Equipment and Support	1
Defence Estates	2
Directgov	1
Environment Agency	1
Environment, Food and Rural Affairs	10
Food Standards Agency	11
Foreign and Commonwealth Office	1
Forestry Commission	1
Health	1
Health and Safety Executive	1
Highways Agency	1
HM Revenue and Customs	2

Department	Number of registered users of Usability Toolkit
Home Office	2
Innovation, Universities and Skills	2
International Development	6
Legal Services Commission	2
Ministry of Defence	91
Ministry of Justice	6
Northern Ireland Departments (all)	6
Office of Rail Regulation	1
Ofgem	2
Scottish Departments (all)	10
The Pension Service	1
Transport	1
Valuation Office Agency	1
Welsh Departments (all)	3
Work and Pensions	3
Other	143
<b>Total</b>	<b>346</b>