

REPORTING ON

PROGRESS

Central government websites 2010/11

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 cabinetoffice.gov.uk/resource-library/websitemetrics2010-11

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BACKGROUND

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 as well as their executive agencies, non-departmental public bodies and other arm's-length public bodies.

RATIONALISING GOVERNMENT WEBSITES

Departments reduced the number of central government websites in the Web estate by packaging information and putting it in the right place for their audiences or by third parties taking and managing them and bearing the cost.

On 1 July 2011, there were 444 open websites, of which Departments had committed to closing 243 and 134 had been given approval to be retained pending decisions on a single domain for government.

The definition of a website used is a user-centric one. Something is counted as a separate website either if it has a separate domain name or, when as a subdomain, the user cannot move freely

between the subsite and parent site and there is no family likeness in the design. In other words, if the user experiences it as a separate site in their normal uses of browsing, search and interaction, it is counted as one.

The exception to that rule is use of independent.gov.uk to signal independence of particular inquiries, commissions, committees and public bodies.

A tight grip has been maintained by COI on new .gov.uk central government websites and new public bodies have used either their sponsoring departmental website or independent.gov.uk. Those that have been approved comprise a single machinery of government change (education.gov.uk) a change of name (for Children's Commissioner) and a temporary development site (alpha.gov.uk).

1,526
websites closed

77% central government websites closed

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 of measuring website costs is detailed in the guidance TG128 *Measuring website costs* (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:

A. Strategy and planning

This includes the cost of strategic work before the website is built or redeveloped, ongoing planning and project management.

B. Design and build

The cost of creative and technical work in producing or updating the website.

C. Hosting and infrastructure

The ongoing software, hardware and hosting costs associated with the website.

D. Content provision.

E. Testing and evaluation.

In addition the number of full-time equivalent (FTE) staff is calculated by adding together the time of those who worked in any capacity on that particular website, including minimally those working more than 50% of their time. Where reported, the salary costs of those staff are also listed. These do not include National Insurance and other uplift costs, which are estimated for the total estimated cost.

Table 1 lists by department, including their arm's-length bodies (ALBs), the following data: number of website reports received; number of sites they reported they had converged in 2010/11; and the cost of their main department corporate website, the cost of all reported ALB websites and the total.

Table 2 breaks down the total by the reported costs for each of: strategy and planning; design and build; hosting and infrastructure; content provision; testing and evaluation; and staff. There is missing data, which is noted in the published dataset of individual website data.

Based on the data provided, the total estimated cost of central government websites (excluding Armed Forces sites) is calculated by an uplift to salary costs to take in National Insurance and pension contributions and by inclusion of the average cost (median, excluding the supersites) for all websites for which there was no cost data provided. This is £148.9 million.

A+

B+

C+

D+

E+

STAFF=

£148.9 M

COSTS

TABLE 1: REPORTED TOTAL COSTS OF CENTRAL GOVERNMENT WEBSITES SUMMARISED BY DEPARTMENT

Department and its arm's-length bodies	Total number of reports received/expected	Number of sites reported converged		Reported costs
Armed Forces	8/8	4	Total	£2,235,804
Business, Innovation and Skills	44/48	29	www.bis.gov.uk	£635,710
<p>BIS has a large network of partner organisations (59 in total), many of whom provide information and services for distinct audience groups (e.g. Companies House, the Student Loans Company and ACAS) and therefore retain their own websites. BIS and its partners have closed a total of 223 websites over the past four years.</p> <p>BIS has developed a shared service website platform, which houses the corporate website and provides BIS partners with hosting and content management services. To date, ten partners</p>	<p>have joined the platform including UK Space Agency, the Competition Commission and the Insolvency Service. The platform allows BIS and partners to deliver standards compliant websites at lower cost. The BIS platform represents 13% of total BIS reported costs (£635,709).</p> <p>As per guidance on the COI website, BIS has only reported management information on core department, agency and NDPB websites.</p>	Other websites	£4,827,103	
		Total	£5,462,813	
		Cabinet Office	8/15	123
			www.direct.gov.uk	£21,392,000
			Other websites	£1,736,015
			Total	£23,324,496

Department and its arm's-length bodies	Total number of reports received/expected	Number of sites reported converged	Reported costs
<p>Charity Commission</p> <p>The Charity Commission is the independent regulator for charities in England and Wales. Over 160,000 main charities are registered, with a total annual gross income of £53.2 billion.</p> <p>Charity trustees are the website's primary audience, but it also serves charity advisers, employees and volunteers. Directgov provides information on charities to members of the public.</p> <p>The Charity Commission's website:</p> <ul style="list-style-type: none"> reduces the burden of regulation on charities by enabling them to register, update their details and carry out other common transactions online 	1/1	0	<p>www.charitycommission.gov.uk</p> <p>£369,231</p>
<p>Communities and Local Government</p> <p>Of the Department's reported total cost, £4,805,490 is dedicated to the Planning Portal, which provides online planning and building regulation services to citizens and businesses in England and Wales.</p> <p>The majority of the cost of the Department's corporate site is fixed, including a contractual commitment of around £300k for hosting and infrastructure for the Department's corporate site, intranet and</p>	15/20	6	<p>www.communities.gov.uk</p> <p>£595,541</p>
<p>the cross-Government info4local service. It is not possible to further disaggregate these costs.</p> <p>On usage, info4local is a portal and email alert service to local authorities and other users, passing traffic from its 60 contributing Government websites. Consequently, not all of its activity is captured in standard usage statistics.</p>			<p>Other websites</p> <p>£6,162,219</p> <p>Total</p> <p>£6,757,760</p>
<p>Culture, Media and Sport</p> <p>The costs for 2010-11 included a major overhaul and relaunch of the DCMS main departmental website, culture.gov.uk. Due to the disparate nature and wide mix of funding sources of DCMS</p>	1/21	1	<p>www.culture.gov.uk</p> <p>£233,523</p>
<p>arm's-length bodies, it has not been possible to collect appropriate, comparable data from other sites in 2010-11, though improved reporting mechanisms are in place for the current financial year.</p>			<p>Other websites</p> <p>£0</p> <p>Total</p> <p>£233,523</p>

Department and its arm's-length bodies	Total number of reports received/expected	Number of sites reported converged	Reported costs
Education	16/18	17	www.education.gov.uk
The current DfE website education.gov.uk is a result of significant investment in this period in infrastructure, functionality, content and design. This was a new fundamental redesign which provided a much-needed overhaul to the whole platform, updating content and rationalising outdated channels which were no longer fit for purpose. The changes means that the Department's content works harder: it can be multi-surfaced across different parts of the site	and its reach extends into the sites and social media channels of stakeholders and workforce groups. This work also paved the way for significant changes to the Department's ALBs and provided a framework to meet these and other commitments, such as data transparency. Over 50 websites have been migrated onto the new platform.	Other websites	£2,104,299
		Total	£2,660,891
		Total	£4,765,190
Energy and Climate Change	8/9	9	www.decc.gov.uk
DECC's return includes costs for running converged microsites managed by third parties on behalf of the Department as part of broader programmes of work. In these instances, however, it has not been possible to de-duplicate usage figures and so they have been excluded from the report. Visits to the DECC domain are therefore	higher in reality than published here. Figures for the Carbon Trust are also included in this report. However, The Carbon Trust is an independent private company limited by guarantee with income from the private sector contributing to its costs. DECC's contribution will be reduced further in financial year 2012/13.	Other websites	£566,656
		Total	£834,422
		Total	£1,401,078
Environment, Food and Rural Affairs	28/48	54	www.defra.gov.uk
The reported cost figure for the Department for Environment, Food and Rural Affairs includes website expenditure in 2010/11 for all the following organisational websites: Defra; Joint Nature Conservation Committee; Centre for Environment, Fisheries and Aquaculture Science; Gangmasters Licencing Authority; Rural Payments Agency; Animal Health; Food and Environment Research Agency; UK Co-ordinating Body for CAP Payments; Veterinary Medicines	Directorate; and Veterinary Laboratories Agency. Website costs for other Defra arm's-length bodies including the Environment Agency; Natural England; Marine Management Organisation; Waste Resources Action Programme (and the "Recycle Now" website); Consumer Council for Water; Royal Botanic Gardens Kew and a number of Agricultural Levy Board websites are included in the "Other Websites" figure.	Other websites	£1,015,544
		Total	£3,810,784
		Total	£4,826,328

Department and its arm's-length bodies	Total number of reports received/expected	Number of sites reported converged	Reported costs
Export Credits Guarantee Department	1/1	0	www.ecgd.gov.uk £75,860
In June 2010 ECGD launched a redeveloped website to bring it in line with the government's web and accessibility standards and provide an improved user experience. ECGD joined the Department	for Business, Innovation and Skills (BIS) shared web service platform and the cost-saving benefits of this new arrangement will be reflected in future years.		
Food Standards Agency	1/1	1	www.food.gov.uk £1,308,058
This year saw significant changes in the remit of parts of the Food Standards Agency; the implications on the website and its users of which are still being worked through. In line with Government policy, the consumer advice site eatwell was closed at the end of the year, so although that site is not reported on, some of the costs for	it remain reflected within food.gov.uk costs this year. The FSA also launched the Food Hygiene Rating Scheme with a web-based search facility; the web costs for that are also included in this year's costs.		
Foreign and Commonwealth Office	6/6	271	www.fco.gov.uk £2,156,655
The figures provided for the FCO relate to the entire FCO web platform, which was brought onto a central platform in 2007 to save money and provide a consistent experience for users. The FCO's internationally-focussed network of websites, working to support all of HMG's overseas objectives, now includes over 250 web presences in 40 languages: the main FCO site (fco.gov.uk), Arabic and Urdu versions of the FCO site, the UKVisas site, the FCO Freedom of Information site, and over 230 Embassy, High Commission and	special mission sites (such as the UK in UN site for example). FCO provides all content, and undertakes all testing and evaluation in-house. This work is coordinated and carried out by both London-based staff and staff across the FCO's international network of Diplomatic Posts. Details on the figures for the sites which are not directly controlled by the FCO (notably the British Council) can be found in the individual website dataset.	Other websites	£6,758,820
		Total	£8,915,475
Forestry Commission	1/1	0	www.forestry.gov.uk £162,000

Department and its arm's-length bodies	Total number of reports received/expected	Number of sites reported converged	Reported costs
Government Actuary's Department	1/1	0	www.gad.gov.uk £32,691
Government Equalities Office	1/1	5	Total £32,385
Health	11/41	9	www.dh.gov.uk £1,286,381
<p>The Department of Health is working to deliver a simpler and better digital presence to reflect changes to the health and care system. The modernisation of health and care and reform of DH-funded public bodies will lead to a significant reduction in the number of DH websites by 2013/14 as functions and responsibilities change across the system and online content is consolidated where it makes sense to do so. Only 5 of the 41 currently open sites are expected to remain following this period of transition, and this policy is reflected in the percentage of reports submitted. Since 2007 DH has closed a total of 244 websites. This return includes £17,180,000 for the national supersite NHS Choices.</p>		www.nhs.uk	£17,180,000
		Other websites	£1,783,476
		Total	£20,249,857
HM Revenue and Customs	3/3	103	www.hmrc.gov.uk £5,392,529
<p>The costs reported here incorporate those for the main HMRC website www.hmrc.gov.uk and also include the costs for www.businesslink.gov.uk, which HMRC operates on behalf of the UK Government.</p> <p>Businesslink is government's online resource for business. It provides a comprehensive set of services and interactive tools, enabling businesses to do all that they need to when interacting with government online, including access to all HMRC's major tax transactions.</p>		www.businesslink.gov.uk	£14,547,362
		Other websites	£256,064
		Total	£20,195,955

Department and its arm's-length bodies	Total number of reports received/expected	Number of sites reported converged	Reported costs			
HM Treasury	2/4	0	www.hm-treasury.gov.uk	£379,872		
			Other websites	£62,846		
			Total	£442,718		
Home Office	4/16	9	www.homeoffice.gov.uk	£1,288,501		
			The Home Office website was redeveloped in 2010-11 to incorporate content from closing agency and arm's-length body websites. The majority of this redevelopment work was carried out in-house.	The hosting environment provides a secure platform for information and services for a wide number of partners. The complex nature of some of these services is reflected in the hosting costs.	Other websites	£371,797
			Total	£1,660,298		
International Development	3/3	7	www.dfid.gov.uk	£768,995		
			Other websites	£22,642		
			Total	£791,637		
Law Officers' Departments	5/7	0	www.attorneygeneral.gov.uk	£10,800		
			The Law Officers' Departments websites comprise the Attorney General's Office, the Crown Prosecution Service, the Serious Fraud Office, the Treasury Solicitor's Department, a separate website for their Bona Vacantia division, the Government Legal Service and HM Crown Prosecution Service Inspectorate. Together the actual cost of these 7 websites was £234,784.	Other websites	£219,161	
			Total	£229,961		
Ministry of Defence	19/26	11	www.mod.uk	£508,420		
			With reference to UKHO costs for the websurf.HMNAO.com and HMNAO.com websites reported in the accompanying dataset; these are combined costs of £20,000 for both websites.	Other websites	£1,719,407	
			Total	£2,227,827		

Department and its arm's-length bodies	Total number of reports received/expected	Number of sites reported converged	Reported costs
Ministry of Justice	9/23	53	www.justice.gov.uk
<p>The costs reported here incorporate those for the main Justice website and for The National Archives (including the web archive of all government websites and legislation.gov.uk) the Land Registry (which is now part of BIS), the Office of the Information Commissioner and costs for websites for a number of other bodies. Staff costs include overheads.</p> <p>The Ministry is unable to identify the major proportion of website related IT costs because these are not itemised in the overarching IT contract. These are therefore excluded in accordance with COI Guidance (para 34 of TG128 <i>Measuring Website Costs</i>.)</p>	<p>To support further reduction of costs the Ministry has commissioned a programme to:</p> <ol style="list-style-type: none"> 1. Deliver more cost-efficient infrastructure and support services that underpin the effective delivery of online digital communications, engagement and services 2. Enable more cost-effective provision of digital information, engagement and services to the Ministry's customers 3. Deliver on the requirements emerging from Martha Lane Fox's review on how government should be managing their online digital presence 	Other websites	£553,645
		Total	£3,418,739
			£3,972,384
National School of Government	1/1	0	www.nationalschool.gov.uk
			£102,049
Northern Ireland Office	1/1	0	www.nio.gov.uk
			£3,120
Office for Standards in Education, Children's Services and Skills	1/1	0	www.ofsted.gov.uk
<p>Much of the cost reported is one-off expenditure incurred as Ofsted developed and introduced an improved website, fully integrating information from a number of predecessor sites and systems. The improved website was launched in July 2011, based on open source technology to bring it in line with the government's web and accessibility standards and to provide a better user experience.</p>	<p>Due to a comprehensive usability study being undertaken in this period an online user survey has not been conducted, although one is planned for the New Year. Ofsted is also conducting a further independent usability and accessibility review on the new site to benchmark improvements.</p>		£1,578,807

Department and its arm's-length bodies	Total number of reports received/expected	Number of sites reported converged	Reported costs
Office of Fair Trading	1/1	0	www.offt.gov.uk £448,146
The OFT runs one corporate website, www.offt.gov.uk. It has recently added OFT information to www.businesslink.gov.uk with detail remaining on the OFT website. It also runs http://www2.crw.gov.uk/pr/. This has not been reported on by OFT separately as this is an operational database tool, only accessed from the OFT website. Web interface costs for the database are included in this report. In 2010, as a result of extensive user research, the OFT website was re-developed, increasing internal control and cost savings, and	addressing usability and accessibility feedback. The renewal of the web service contract is due in the next 12 months. The future of our service provision is being investigated with a re-tendering exercise, planning to remain flexible for the future. Due to the marketing and advertising spending freeze, an online user survey has not been run during this period, although OFT regularly acts on feedback, conducting independent usability and accessibility research.		
Office of Gas and Electricity Markets	1/1	0	www.ofgem.gov.uk £151,323
Office of Qualifications and Examinations Regulation	2/2	2	www.ofqual.gov.uk £511,690
The major portion of this expenditure is a one-off set-up cost for a new, single Register of Regulated Qualifications for the three qualifications regulators in Wales, England and Northern Ireland.	This is a requirement under the Apprenticeship, Skills, Children and Learning Act (2009).		Other websites £0 Total £511,690
Scotland Office	1/1	0	www.scotlandoffice.gov.uk £3,278

Department and its arm's-length bodies	Total number of reports received/expected	Number of sites reported converged	Reported costs	
Transport	10/11	11	www.dft.gov.uk	
<p>Costs for the corporate website for 2010-11 include costs for all DfT Executive Agency websites apart from the Highways Agency; staff costs are also included.</p> <p>Since June 2011 DfT has ceased to use an enterprise Content Management System for its corporate website moving to an open source solution and a new hosting platform in order to deliver cost savings across the Department and Agencies. Agency corporate</p>	<p>websites will be converged to this central platform to deliver cost savings. To note that VOSA corporate costs cannot be identified as they are part of an agency-wide IT contract.</p> <p>Other websites include Transport Direct, Traffic England, Highways Agency and arm's-length body corporate website and staff costs.</p>	Other websites	£1,697,254	
		Total	£11,871,166	
UK Statistics Authority	6/7	0	www.statisticsauthority.gov.uk	
<p>All figures for the UK Statistics Authority provided in this report include websites owned and managed by the Office for National Statistics.</p>			Other websites	£98,477
			Total	£4,200,081
UK Trade & Investment	10/10	7	www.ukti.gov.uk	
<p>The two sources of growth in Britain's economic recovery will come from trade and investment. UKTI's digital presence promotes the benefits of exporting and champions UK PLC for investment. UKTI's corporate website, launched in June 2010, merged the trade, investment, news, defence and security websites into a streamlined and flexible platform, better suited to customer needs. 71% of website users access the site to find business opportunities; since June 2010, over 5000 opportunities have been marketed to users, the majority of whom are SMEs.</p>	<p>UKTI uses its web presence to extend its reach and build customer relationships through the provision of both information and transactional services. Since June 2010, UKTI has pursued a proactive programme of website rationalisation. UKTI supports the initiative to streamline its online offering in order to best serve its customers' needs and intends to complete convergence of the majority of its remaining websites onto UKTI's corporate platform within the coming year.</p>		Other websites	£1,345,758
			Total	£1,655,608

Department and its arm's-length bodies	Total number of reports received/expected	Number of sites reported converged	Reported costs
Water Services Regulation Authority (Ofwat)	1/1	0	www.ofwat.gov.uk £164,000
The purpose of the Ofwat website is to inform individuals and organisations about its work. It is the place that most stakeholders and other interested parties go to for information about the work that Ofwat does. The website is one of a number of communications approaches based around the needs of its users – be they consumers, the companies Ofwat regulates, investors, consumer representative bodies, other government departments or the media.	Ofwat is committed to making its website accessible to all users, and to use automated and manual testing to highlight areas for continuous improvement. The content of the website will continue to be developed so it is simple, in plain English and easy to navigate. Users of our website are surveyed regularly, and the results used to improve the website where appropriate.		
Work and Pensions	14/14	9	www.dwp.gov.uk £696,313
This report includes figures for the Department's website www.dwp.gov.uk and those of relevant arm's-length bodies, including The Pensions Regulator, Child Maintenance Enforcement Commission and Health and Safety Executive. DWP has met its commitment to close 9 websites this year. The number of visits to the Department's website has stayed relatively constant at 16.3 million visits a year. Customer satisfaction ratings have increased with 40.3% of	people being either 'very satisfied' or 'satisfied', compared to 37.5% last year. More visitors achieved all or most of what they wanted: 41.6% compared to 34.5%. Staff costs have reduced, and non-staff costs increased slightly due to investment in a secure web hosting and development environment. DWP maintains a high level of website standards and will look to improve this across all websites during the coming year.		Other websites £1,998,948 Total £2,695,261

COSTS

TABLE 2: WEBSITE COSTS BY AREA OF SPENDING
SUMMARISED BY DEPARTMENT

Department and its arm's-length bodies	Total cost reported	Strategy and planning	Design and build	Hosting and infrastructure	Content provision	Testing and evaluation	Staff
Total	£134,105,131	£8,725,670	£23,459,682	£37,979,453	£22,842,899	£2,512,234	£38,585,193
Armed Forces	£2,235,804	£335,113	£728,910	£299,071	£130,545	£76,592	£665,573
Business, Innovation and Skills	£5,462,813	£259,512	£959,056	£1,469,928	£209,228	£134,157	£2,430,932
Cabinet Office	£23,324,496	£905,292	£5,569,781	£3,162,185	£441,773	£161,000	£13,084,465
Charity Commission	£369,231	£0	£89,775	£129,599	£0	£0	£149,857
Communities and Local Government	£6,757,760	£0	£1,202,446	£3,131,506	£516,077	£28,594	£1,879,137
Culture, Media and Sport	£233,523	£39,739	£44,050	£54,642	£15,341	£0	£79,751
Education	£4,765,190	£318,984	£1,304,801	£550,197	£1,233,253	£219,560	£1,138,395
Energy and Climate Change	£1,401,078	£16,894	£259,013	£296,020	£300,000	£53,346	£475,805
Environment, Food and Rural Affairs	£4,826,328	£145,750	£988,094	£1,398,021	£432,444	£89,829	£1,772,190
Export Credits Guarantee Department	£75,860	£0	£65,760	£0	£0	£0	£10,100
Food Standards Agency	£1,308,058	£51,501	£112,616	£671,721	£30,178	£95,616	£346,426
Foreign and Commonwealth Office	£8,915,475	£1,000,000	£2,656,506	£1,359,856	£1,945,000	£0	£1,954,113
Forestry Commission	£162,000	£0	£32,000	£8,000	£0	£0	£122,000
Government Actuary's Department	£32,691	£0	£0	£3,691	£0	£0	£29,000
Government Equalities Office	£32,385	£0	£0	£20,280	£0	£12,105	£0

Department and its arm's-length bodies	Total cost reported	Strategy and planning	Design and build	Hosting and infrastructure	Content provision	Testing and evaluation	Staff
Total	£134,105,131	£8,725,670	£23,459,682	£37,979,453	£22,842,899	£2,512,234	£38,585,193
Health	£20,249,857	£3,621,980	£4,564,857	£4,780,459	£5,871,795	£168,558	£1,242,208
HM Revenue and Customs	£20,195,955	£599,895	£476,865	£6,902,637	£7,485,082	£228,717	£4,502,759
HM Treasury	£442,718	£0	£105,974	£121,270	£0	£35,474	£180,000
Home Office	£1,660,298	£76,974	£27,457	£992,782	£18,883	£14,117	£530,085
International Development	£791,637	£1,880	£108,893	£143,837	£144,382	£14,624	£378,021
Law Officers' Departments	£229,961	£725	£23,544	£70,854	£46,868	£3,390	£84,580
Ministry of Defence	£2,227,827	£11,325	£387,861	£988,125	£62,634	£59,048	£718,834
Ministry of Justice	£3,972,384	£105,059	£433,591	£1,582,705	£213,247	£249,638	£1,388,144
National School of Government	£102,049	£0	£0	£9,461	£0	£3,084	£89,504
Northern Ireland Office	£3,120	£0	£0	£3,120	£0	£0	£0
Office for Standards in Education, Children's Services and Skills	£1,578,807	£207,067	£795,156	£451,162	£0	£54,008	£71,414
Office of Fair Trading	£448,146	£0	£87,371	£217,098	£49,239	£950	£93,488
Office of Gas and Electricity Markets	£151,323	£6,170	£20,790	£41,950	£0	£21,302	£61,111
Office of Qualifications and Examinations Regulation	£511,690	£93,569	£90,345	£155,690	£11,305	£57,281	£103,500

Department and its arm's-length bodies	Total cost reported	Strategy and planning	Design and build	Hosting and infrastructure	Content provision	Testing and evaluation	Staff
Total	£134,105,131	£8,725,670	£23,459,682	£37,979,453	£22,842,899	£2,512,234	£38,585,193
Scotland Office	£3,278	£0	£0	£3,278	£0	£0	£0
Transport	£11,871,166	£346,823	£762,803	£6,670,776	£3,223,343	£340,288	£527,133
UK Statistics Authority	£4,200,081	£312,500	£621,748	£1,321,117	£172,915	£131,439	£1,640,362
UK Trade & Investment	£1,655,608	£123,040	£455,379	£232,605	£215,691	£37,367	£591,526
Water Services Regulation Authority (Ofwat)	£164,000	£0	£0	£79,000	£0	£50,000	£35,000
Work and Pensions	£2,695,261	£145,878	£484,240	£656,810	£73,676	£172,150	£1,162,507

USAGE OF CENTRAL GOVERNMENT WEBSITES

The standard method for measuring and reporting usage is detailed in the guidance TG116 *Measuring website usage* (coi.gov.uk/webguidelines/usage), which was published in March 2009. Following that standard, departments reported usage for their websites for the year 2010/11.

The total for government reported was over 1.3 billion (1,348,898,902), bearing in mind that there may be some repetition because of linking from one site to another during a single visit, but also missing data.

This table lists the number of visits for websites by Department, breaking out the supersites.

* Figures relate only to Directgov's core or 'central' site. Visits to all Directgov branded sites in this period were 325.0 million.

** Figure does not include visits to businesslink.gov.uk. Visits to all HMRC websites in this period were 116.6 million.

Department and its ALBs	website visits 2010/11
Total	1,348,898,902
www.direct.gov.uk*	187,382,751
www.businesslink.gov.uk	17,745,792
www.nhs.uk	89,692,499
Armed Forces	76,343,070
Business, Innovation and Skills	179,557,630
Cabinet Office	14,274,223
Charity Commission	5,693,115
Communities and Local Government	35,127,515
Culture, Media and Sport	3,565,604
Education	15,973,156
Energy and Climate Change	4,604,676
Environment, Food and Rural Affairs	29,752,309
Export Credits Guarantee Department	58,947

Department and its ALBs	website visits 2010/11
Total	1,348,898,902
Food Standards Agency	3,540,331
Foreign and Commonwealth Office	78,514,331
Forestry Commission	4,188,905
Government Actuary's Department	81,755
Government Equalities Office	1,405,900
Health	33,164,271
HM Revenue and Customs**	98,845,763
HM Treasury	3,921,794
Home Office	20,220,860
International Development	2,709,442
Law Officers' Departments	3,789,341
Ministry of Defence	238,776,759
Ministry of Justice	57,325,761
National School of Government	280,170

Department and its ALBs	website visits 2010/11
Total	1,348,898,902
Office for Standards in Education Children's Services and Skills	12,613,803
Office of Fair Trading	2,276,892
Office of Gas and Electricity Markets	1,003,083
Office of Qualifications and Examinations Regulation	337,562
Scotland Office	404,916
Transport	62,330,727
UK Statistics Authority	14,084,823
UK Trade & Investment	1,510,762
Water Services Regulation Authority (Ofwat)	329,654
Work and Pensions	47,470,010

QUALITY OF CENTRAL GOVERNMENT WEBSITES

There are two main approaches to improving the quality of central government websites, asking users through satisfaction surveys and applying quality standards.

A standard method for measuring user satisfaction is detailed in the guidance TG126 *Measuring website quality* (coi.gov.uk/webguidelines/quality). Table 3 (overleaf) summarises key information about satisfaction with central government websites summarised by department. Three summary measures are selected: departmental average percentage of those who got none of what they sought; departmental average percentage net visitor satisfaction; and departmental average advocacy.

Concerning the first of these it should be noted that, as with all surveys of this kind, some information or services sought may not be available online and

users' satisfaction ratings may reflect this fact, rather than a failure to locate information. The second measure 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).

The final two columns report on service availability as reported in line with TG130 *Service Availability* (coi.gov.uk/webguidelines/availability).



QUALITY

TABLE 3: AVERAGE USER SATISFACTION KEY MEASURES BY DEPARTMENT

Department and its arm's-length bodies	Percentage sites reporting this data	Purpose, average percentage of 'got none of what I wanted'	Average percentage net visitor satisfaction	Average percentage advocacy	Percentage of sites reporting data on service availability	Average percentage service availability of those reporting
Average (mean)	–	18	38	44	–	99.62
Armed Forces	25	9	53	50	50	99.43
Business, Innovation and Skills	19	15	35	48	81	99.48
Cabinet Office	7	18	58	66	47	99.83
Charity Commission	–	–	–	–	100	99.88
Communities and Local Government	–	25	-2	5	60	99.83
Culture, Media and Sport	5	8	62	43	5	100
Education	33	26	16	14	83	99.82
Energy and Climate Change	56	10	36	46	78	99.67
Environment, Food and Rural Affairs	6	14	46	55	19	99.86
Export Credits Guarantee Department	100	6	38	–	–	–
Food Standards Agency	100	18	46	59	100	99.99
Foreign and Commonwealth Office	–	–	–	–	83	99.75
Forestry Commission	–	–	–	–	100	99
Government Actuary's Department	–	–	–	–	100	100

Department and its arm's-length bodies	Percentage sites reporting this data	Purpose, average percentage of 'got none of what I wanted'	Average percentage net visitor satisfaction	Average percentage advocacy	Percentage of sites reporting data on service availability	Average percentage service availability of those reporting
Average (mean)	–	18	38	44	–	99.62
Government Equalities Office	100	40	17	-9	100	100
Health	5	17	39	51	20	99.29
HM Revenue and Customs	33	11	59	70	100	99.93
HM Treasury	25	5	29	–	25	100
Home Office	6	34	16	17	25	99.7
International Development	33	12	53	59	100	100
Law Officers' Departments	–	–	–	–	57	99.86
Ministry of Defence	23	15	46	42	54	99.47
Ministry of Justice	4	8	61	73	30	99.88
National School of Government	–	–	–	–	100	100
Northern Ireland Office	–	–	–	–	100	99.99
Office for Standards in Education, Children's Services and Skills	–	–	–	–	–	–
Office of Fair Trading	–	–	–	–	100	99.34
Office of Gas and Electricity Markets	100	22	33	32	100	97.09

Department and its arm's-length bodies	Percentage sites reporting this data	Purpose, average percentage of 'got none of what I wanted'	Average percentage net visitor satisfaction	Average percentage advocacy	Percentage of sites reporting data on service availability	Average percentage service availability of those reporting
Average (mean)	–	18	38	44	–	99.62
Office of Qualifications and Examinations Regulation	50	29	27	–	100	99.72
Scotland Office	–	–	–	–	–	–
Transport	64	19	38	39	91	99.54
UK Statistics Authority	57	27	29	29	86	99.89
UK Trade & Investment	20	11	58	76	40	99.45
Water Services Regulation Authority (Ofwat)	100	–	–	–	100	98.31
Work and Pensions	36	17	48	50	100	99.86

STANDARDS OF COMPLIANCE AND ACCESSIBILITY OF CENTRAL GOVERNMENT WEBSITES

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

Departments were asked to report their and their ALB compliance with the following mandatory standards for each website (as summarised in <http://www.coi.gov.uk/webguidelines/summary>):

- URLs continue to work by being redirected to the UK Government Website Archive TG125 *Managing URLs* ([coi.gov.uk/webguidelines/managingURLs](http://www.coi.gov.uk/webguidelines/managingURLs))
- Web search engines are helped to identify relevant content through the introduction of the industry standard XML Sitemap TG122 *Exposing your website to search engines* ([coi.gov.uk/webguidelines/XMLsitemaps](http://www.coi.gov.uk/webguidelines/XMLsitemaps))
- The coding of pages is validated so that browsers and

accessibility tools can operate effectively (valid HTML) with an appropriate presentation layer (using CSS) TG125 *Browser testing* ([coi.gov.uk/webguidelines/browsertesting](http://www.coi.gov.uk/webguidelines/browsertesting))

- Descriptions of consultations and job vacancies are marked up in Semantic Web coding (RDFa) so that third parties can re-use TG124 *Structuring information on the Web for re-usability: Consultations and Job Vacancies* ([coi.gov.uk/webguidelines/linkedata](http://www.coi.gov.uk/webguidelines/linkedata))

Standard methods for ensuring that websites are accessible to the widest range of people are described in the guidance TG102 *Delivering inclusive websites* ([coi.gov.uk/webguidelines/accessibility](http://www.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.

Table 4 lists percentage compliance reported by departments and their ALBs, first for the standards itemised (excluding accessibility) and then for measures undertaken to improve accessibility.

The logo for WCAG AA. 'WCAG' is written in large, outlined, lime-green letters. 'AA' is written in a smaller, solid, dark purple font to the right of 'WCAG'.

COMPLIANCE

TABLE 4: COMPLIANCE OF DEPARTMENTAL WEBSITES WITH MANDATED STANDARDS AND ACCESSIBILITY

Department and its arm's-length bodies	Percentage implementation of mandatory standards on reported websites	Single-A automated accessibility	Double-A automated accessibility	Manual testing accessibility	User testing accessibility
Average (mean)	–	57	50	62	23
Armed Forces	31	25	25	25	0
Business, Innovation and Skills	54	73	50	61	30
Cabinet Office	42	50	50	50	25
Charity Commission	83	100	100	100	100
Communities and Local Government	49	40	33	40	13
Culture, Media and Sport	50	100	100	100	0
Education	49	81	44	81	13
Energy and Climate Change	60	50	25	50	13
Environment, Food and Rural Affairs	19	29	25	29	14
Export Credits Guarantee Department	67	100	100	100	0
Food Standards Agency	83	100	100	100	0
Foreign and Commonwealth Office	56	67	50	83	33
Forestry Commission	83	0	0	0	0
Government Actuary's Department	33	100	100	100	0

Department and its arm's-length bodies	Percentage implementation of mandatory standards on reported websites	Single-A automated accessibility	Double-A automated accessibility	Manual testing accessibility	User testing accessibility
Average (mean)	–	57	50	62	23
Government Equalities Office	17	0	0	100	100
Health	45	73	82	73	64
HM Revenue and Customs	44	33	0	33	67
HM Treasury	33	50	50	50	0
Home Office	38	100	100	75	0
International Development	67	100	67	100	33
Law Officers' Departments	47	40	60	40	0
Ministry of Defence	51	47	26	42	21
Ministry of Justice	50	89	56	78	44
National School of Government	83	0	0	0	0
Northern Ireland Office	67	0	0	0	0
Office for Standards in Education, Children's Services and Skills	33	0	0	100	0
Office of Fair Trading	67	100	100	100	100

Department and its arm's-length bodies	Percentage implementation of mandatory standards on reported websites	Single-A automated accessibility	Double-A automated accessibility	Manual testing accessibility	User testing accessibility
Average (mean)	–	57	50	62	23
Office of Gas and Electricity Markets	50	0	0	100	0
Office of Qualifications and Examinations Regulation	75	100	100	50	50
Scotland Office	–	–	–	–	–
Transport	87	80	70	40	20
UK Statistics Authority	53	50	33	50	33
UK Trade & Investment	18	30	20	40	10
Water Services Regulation Authority (Ofwat)	67	100	100	100	0
Work and Pensions	70	86	93	79	21