

Title of Report:	Actions from previous meetings
Report to be considered by:	Overview and Scrutiny Management Commission
Date of Meeting:	25 February 2014

Purpose of Report: To advise the Commission of the actions arising from previous meetings

Recommended Action: To note the report

Overview and Scrutiny Management Commission Chairman	
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1. Introduction

- 1.1 This report provides the Overview and Scrutiny Management Commission with an update on the actions arising from previous meetings.

2. Actions

- 2.1 **Resolution:** The Commission would monitor the provision of data from GPs to inform planning for the provision of school places (action arising from the meeting of 21 May 2013).

Action/ Response: The data was provided on 14 January 2014 and is being incorporated into the planning models.

- 2.2 **Resolution:** Continuing Health Care be added to the agenda of the Commission's 25 February 2014 meeting.

Action/ response: This item has been deferred until the meeting of the 8th April 2014. The Council's Chief Executive and the Chief Officer of North West Reading CCG will provide a joint update.

- 2.3 **Resolution:** Councillor Mason would provide further information relating to the suggested topic for scrutiny – Disability Related Expenditure Policy.

Action/ response: Provided within item 6 of the agenda.

- 2.4 **Resolution:** Caroline Corcoran would provide a report on the assessment of the Tull Way safer walking route to Councillor Woodhams.

Action/ Response: The report is attached at Appendix A.

Caroline Corcoran has also advised that the government Home to School Travel and Transport Guidance refers to:

available routes – a route will be “available” if it is a route along which a child, accompanied as necessary, can walk with reasonable safety to school. A route will be “available” even if the child would need to be accompanied along it by his or her parent or carer, as long as such accompaniment is reasonably practicable.

The Council's Home to School Transport policy will be amended from “Safe Route” to “Available Route” as a result, and such routes will now be referred to as “Available Routes”.

- 2.5 **Resolution:** David Lowe would provide information about the number of freedom of information requests not completed due to time or cost constraints;

Action/ response: This is attached at Appendix B to this report.

- 2.6 **Resolution:** Jason Teal would provide the reason for the reduction in visits to the Council's website.

Action/ Response: The following response was received from Phil Rumens (Web Development Manager):

Each quarter we measure the number of unique Internet Protocol (IP) addresses that access our websites. Though not an exact correlation, it's one of the best matches for recording the number of people using them, which given the number of devices and networks an average person uses is not possible.

To note, we have identified an error in the data source for the reporting of this metric over the previous periods. This has now been corrected and we have amended the outturns to reflect this.

For Quarter 2 of 2013/14 the measure showed numbers equivalent to just over 300,000 individual people visiting our websites at least once. This was similar to the previous two quarters, however it was an increase of 32% on the previous year.

Ten years ago the majority of websites were created primarily for promoting an organisation; now they are increasingly becoming a digital representation of it.

In Quarter 4 of 2012/13, severe weather caused disruption to the area, increasing demand for information and assistance from the council. During this period our website was promoted by Members and officers in the press, on radio and using social media.

The term "channel shift" is used to describe the migration of people from one method of communication to another and it is generally accepted that once a person has "shifted" across to a channel they perceive to be better, unless they receive a particularly bad experience via that medium, they remain using it.

Whilst it's impossible to definitively quantify all the reasons for the increase in visitor numbers, the most likely explanation is a combination of considerable promotion in Quarter 4 of 12/13 and channel shift for the following quarters.

Appendices

Appendix A Assessment of Tull Way available walking route

Appendix B Data on the provision of responses to Freedom of Information requests