



STRATEGIC AVIATION SPECIAL INTEREST GROUP
of the Local Government Association

ITEM 5: SASIG WEBSITE UPDATE (www.sasig.org.uk)

Recommendations

- A That member Authorities continue to assist the SASIG office with reciprocal web-links between theirs and the SASIG website with the aim of having links to all our member Authorities on the website by the end of the year.
- B That the group provide feedback on the trial of the SASIG Bulletin on the website through an evaluation survey that will be distributed in December 2010.

Summary

- 1 Since October 2010, the SASIG Bulletin has been made available on-line within the membership area of the SASIG website under the 'Latest News' section. The layout of this section corresponds with the electronic version of the Bulletin that is emailed periodically to the SASIG membership. The 'Latest News' section can be searched using either the archive feature or the search facility.
- 2 The SASIG office will be distributing an evaluation survey to the full membership in December 2010, and requests feedback from the membership regarding use of the website.
- 3 Over the past few months, the SASIG team has been able to progress the provision of reciprocal website links with our member Authorities, for which the SASIG team appreciates the membership's assistance. In addition, there are links to relevant external bodies from the SASIG website.
- 4 This report also provides a brief overview of other features on the website that are of particular interest to the membership including the calendar of events and library database.

Membership area

- 5 The SASIG team has been continuing to look at how we can provide the group with additional services on the SASIG website. In doing so it was decided that we would trial the Bulletin in an on-line format from October - December 2010.
- 6 Member Authorities are currently able to log-in and access the 'Latest News' produced by SASIG on the Bulletin page of the website. This section is similar to the electronic version of the Bulletin that the group currently receives through email, and allows full access to all articles. Once clicked on, each of the sub-headings in this section of the site provide a summary of the news being reported, in chronological order. If there are further details in the article, the user can select the 'read more' facility at the end of the summary to read on. A link to the source of the information is also provided.

- 7 The user can search for a particular news item that they are looking for and gain a feel for the type of news being reported without having to read entire articles. This section of the site provides an enhanced user experience for our membership allowing them to find the particular news items that they are looking for by searching for key terms that are of interest.
- 8 In December 2010, the SASIG office will be distributing an evaluation survey regarding the website and this latest trial. We would like to receive the group's feedback on the 'Latest News' section and find out whether this has been a useful addition to the site for the group. We would also like to find out how the group would like to receive information in the future from SASIG, and areas of improvement the membership would like made to the website.
- 9 Copies of meeting papers are being made available to view and download from the SASIG website for the membership's ease of use.
- 10 The website library database has been recently updated and details the literature that is currently held in the SASIG office. We urge the group to contact the SASIG team regarding any literature that they would like to use.
- 11 The calendar of events allows the membership to search for particular events of interest, with events being presented in a simple and useable fashion.

Public section

- 12 The number of reciprocal website links between the SASIG website and those of our member Authorities has now increased thanks to the help of the membership. We have been able to increase the number of links available to our member Authorities as well as additional links to external sites. We would like to continue to develop on the success of this page and have more links featured on the site, for which we are asking for further assistance from those Authorities for which reciprocal web-links have yet to be set up.
- 13 The updated 'SASIG Constitution' is now featured on the homepage of the site and public users are able to view and download the latest SASIG promotional material under the 'SASIG Publications' section which includes: the snapshot card detailing the 'SASIG Policy Principles and Statement', and the leaflet 'SASIG: Developing UK Aviation Policy'.
- 14 We are constantly looking to be of assistance to the membership and the group can use the contact us facility in the website regarding any issues that they may have with the site, general questions, or password queries.

Conclusions

- 15 A trial is being carried out from October - December 2010 in which the SASIG Bulletin is available on-line. During this time full articles from the electronic version of the Bulletin are being featured on the website with the added features of article summaries and the ability to search for articles using key terms.
- 16 A short evaluation survey will be sent around to the group in December 2010 to gain feedback on this trial of the Bulletin on the site. The membership's responses to this brief survey will be invaluable for development of the website. The website is provided for the benefit of the membership, and we would like to learn how best to make this provision according to the preferences of the group. The SASIG office team appreciates your input.
- 17 The calendar of events on the website is a useful tool for the membership, set out in a clear, user-friendly format.
- 18 The SASIG library is available through the website, for the membership's use, which is fully searchable using both author and title details.
- 19 The number of reciprocal links that are available on the SASIG links page has been progressed over the past couple of months. Our aim is to continue to establish more links and to have links to all our member Authorities by the end of the year.
- 20 For further information please go to www.sasig.org.uk.

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