
NORTH AYRSHIRE COUNCIL

29 January 2019

Audit and Scrutiny Committee

Title: **Social Media and On Line reporting of Issues**

Purpose: To inform the Audit and Scrutiny Committee about the online reporting of faults and the communication of service disruption.

Recommendation: Committee notes the report.

1. Executive Summary

- 1.1 The Audit and Scrutiny Committee at its meeting on 20th November 2018 requested an update on the status of the Council's Report It App and the use of the website and social media to communicate service disruption information to members of the public
- 1.2 The fault which had been discovered in the Council's Report It App has been fixed, however subsequent changes required by Google Maps, which are being updated, will be in place on both Android and Apple devices by the end of January 2019.
- 1.3 Changes in the functionality offered by Twitter mean that the Council has had to put in place a temporary solution, which offers all the functionality as before, displaying service disruption on the NAC website. A new solution is being developed that will enable the Council to improve the provision of timely updates. It will utilise the most effective locations on the website, keeping residents up-to-date and reducing avoidable contact.

2. Background

- 2.1 The Audit and Scrutiny Committee at its meeting on 20th November 2018 requested an update on the status of the Council's Report It App and the use of the website and social media to communicate service disruption information to members of the public. A meeting was held with Councillor Donald Reid to get a clear understanding of the issues.
- 2.2 A summary of the issues and actions is noted below.

Report It App

- 2.3 A fault was identified with the Report It App at the end of September 2018. The third party that supports the App was contacted and the fault was investigated. This identified a fault with the transmission of data from the App to the Council's Lagan system as a result of the introduction of a new managed Firewall (a network security system that monitors and

controls incoming and outgoing network traffic) which was blocking the App data from reaching Lagan.

- 2.5 This issue was resolved by the end of November, but due to changes introduced by the mapping system used in the App it remained unusable. An update to resolve the mapping issue has been produced and tested. The Android version should be available by the middle of January. The iOS (Apple) version is likely to be available by the end of January.
- 2.7 Alternative options to the current Report It App are being explored through the new Platform technology to identify opportunities for increased functionality and ease of maintenance.

Service Disruption Information

- 2.8 The Council's website and social media accounts are used to communicate service disruption information such as school closures, road closures and problems with bin collections.
- 2.9 Twitter is the primary method of pushing information out to residents (the Council has 20,000 followers), but the information must also be available to those not on Twitter. To maximise efficiency, the information posted to Twitter also updates the website.
- 2.10 Twitter recently removed the functionality that we had used to display specific Tweets on the website. When this happened, disruption information always remained available, but it was accessed via a link on the webpage rather than on the webpage directly. On discovering the issue, a temporary solution was put in place to display the information on the webpage.
- 2.11 A new solution is being developed that will allow service disruption information to be published once but utilised in various locations on the website. An example of this would be showing residents information about disruption to bin collections before they have the chance to report a missed bin online – thus reducing avoidable contact.
- 2.12 The new solution should be in place by the end of January 2019.

3. Proposals

- 3.1 It is proposed the Committee notes the report and recognises the action being taken to improve the online reporting (Report It App and online forms) and the communication of service disruption.

4. Implications

Financial:	None
Human Resources:	None
Legal:	None
Equality:	None
Environmental & Sustainability:	None
Key Priorities:	None
Community Benefits:	None

5. Consultation

- 5.1 Discussion took place with Councillor Donald Reid to get a full understanding of the issues.



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For further information please contact **Andrew Fox** on **01294 322982**.

Background Papers

N/A