



LocalGov Drupal website

London Borough of Haringey

Discovery to new site (alpha)

A man in a dark sweater stands at the front of a meeting room, pointing at a whiteboard. Several people are seated at tables around the room, some looking towards the presenter. The scene is dimly lit with a blue tint.

Engaging residents and stakeholders

Surveys and workshops

"It is built for those who know the systems and the language of the council."

- End user, 2023

"Don't have so many links, keep things precise and to the point."

- End user, 2023

On the current website, it is easy to find the information I need.	No of users	% of users
Disagree	28	34%
Neutral	24	29%
Agree	21	26%
Strongly disagree	8	10%
Strongly agree	1	1%

Overall, how satisfied are you with the Haringey website?	No of users	% of users
Very dissatisfied	48	31%
Neither satisfied or dissatisfied	38	24%
Somewhat dissatisfied	34	22%
Somewhat Satisfied	27	17%
Very satisfied	9	6%

"Don't make the mistake and assume residents know and understand our services. I would like to see a website that is user centric and focused on outcomes instead."

- Stakeholder, 2023

"We were a very self serving Council. I'm not that interested in self serving. It is our focus to put users first."

- Stakeholder, 2023



User journeys

Data and user journeys

Council Tax top search terms

- 1) Council tax
- 2) My account
- 3) Pay council tax
- 4) Energy rebate
- 5) Council tax reduction
- 6) Council tax refund
- 7) Council tax rebate
- 8) Change of circumstances
- 9) Rebate
- 10) Council tax bands



Pages name	Number of Views	Time on Page	Bounce Rate	Entrances	Exits %
Council Tax Payments	142,738	00:03:06	14.41%	45,625	58.97%
Council Tax and Benefits	126,221	00:00:36	21.25%	12,618	10.61%
Council Tax	106,270	00:00:37	6.27%	74,318	14.54%
Council Tax Energy Rebate - £150 payment	64,180	00:04:53	71.22%	51,280	73.16%
Council Tax Bands and Charges	55,936	00:03:25	54.50%	32,303	70.86%

As part of the **discovery**, an analytics review was conducted which included the first sections planned for alpha content migration and the homepage.

Council Tax
Benefits
Leisure, parks and culture
Registrars



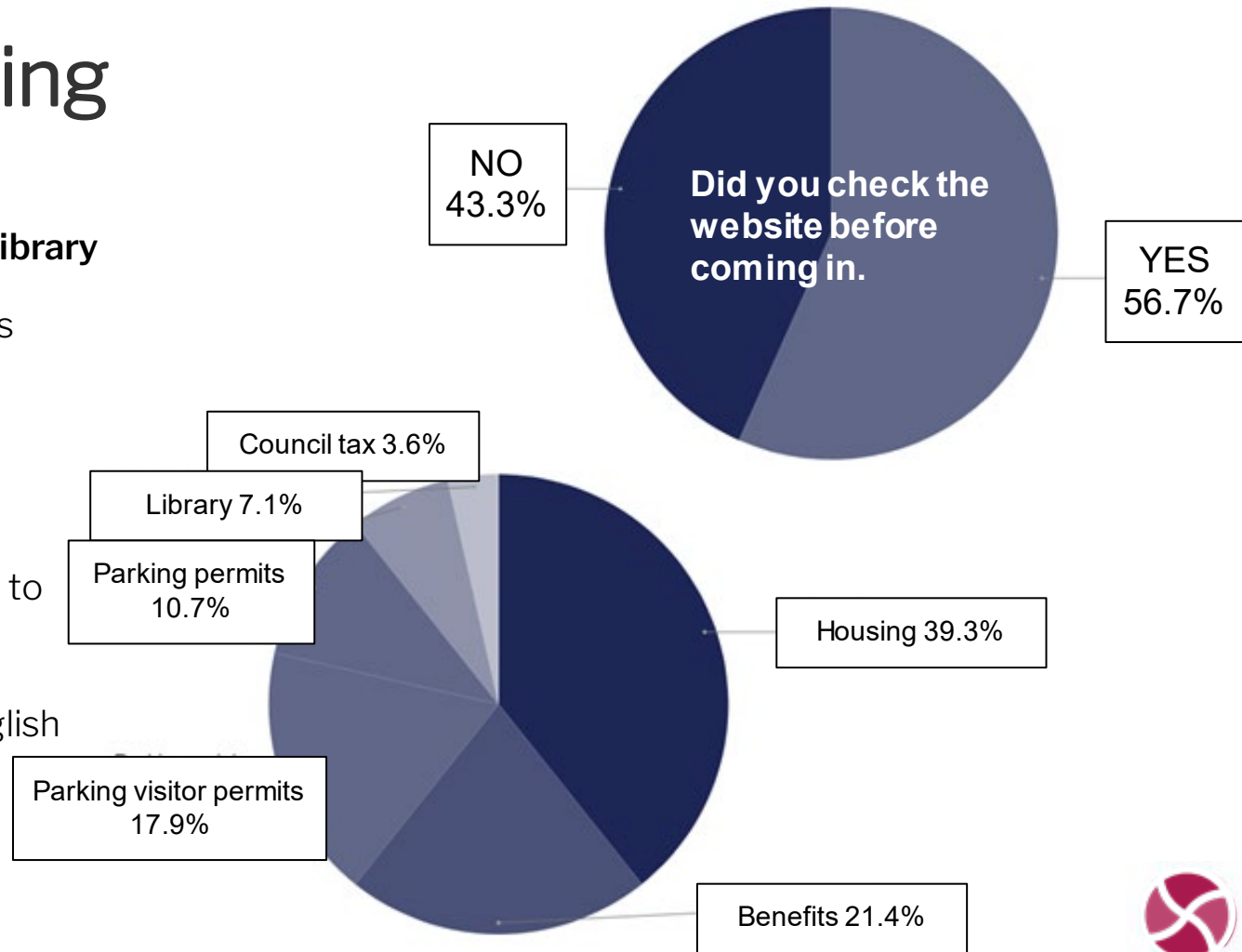
User testing

Guerilla testing

In-person at Wood Green Library

The main reasons residents were visiting customer services were:

- the website was too difficult to navigate
- they felt they needed to speak to someone to resolve their issue
- they didn't speak English as a first language
- they didn't have a computer



Card sort

In-person at Wood Green Library

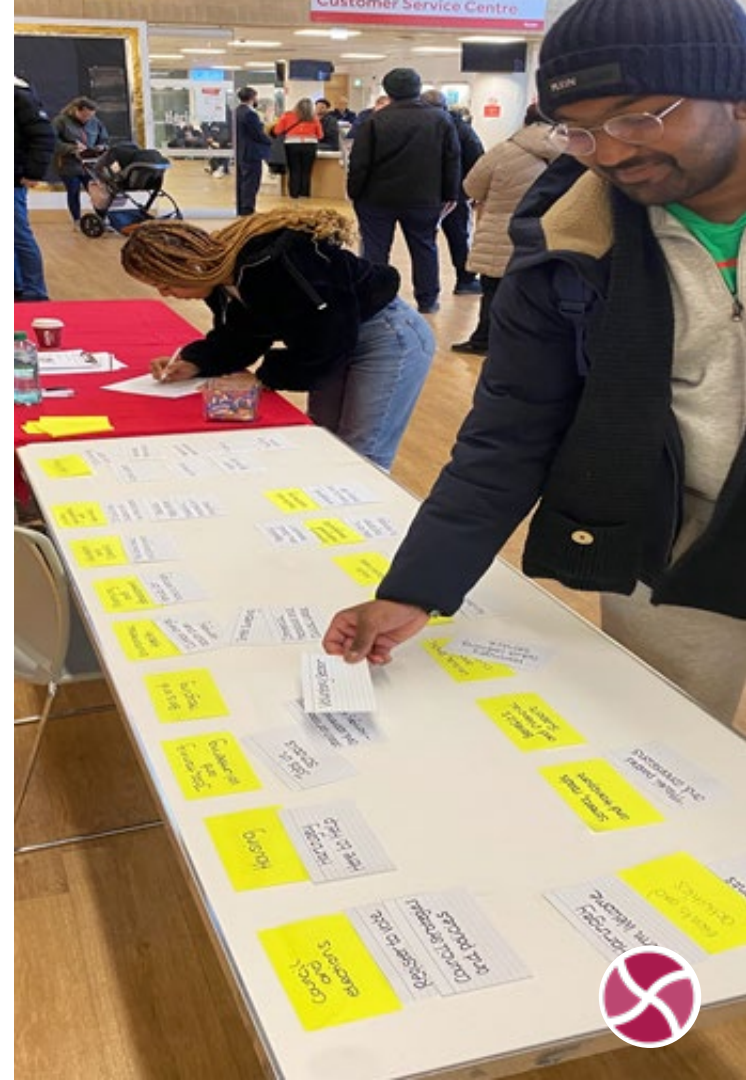
Invuse carried out a card sorting activity at the library. Passing residents were free to come over and take part in the sorting exercise.

The activity included a set of cards displaying pages of content from the existing website and required the resident to sort the information into groups under headings. There was also the option to place cards in:

- more than one group
- an 'I don't know' group
- a new group with a suggested heading

The in-person activity enabled us to:

- reach more demographics in Haringey
- gather data to make changes to the structure of the site and language in order to ensure users understand content and are able to find what they need as quickly as possible.



Card sort

Online with end users and stakeholders

We shared a link to the digital card sort with users who took part in the online survey, and wanted to be including in further research activities.

In the same way as the in-person activity they were asked to sort information into categories.

The results from the card sort allowed us to gather findings from our more digitally savvy residents and again, have helped us to iterate the structure of the new site and language in order to ensure users are able to find what they need as quickly as possible.

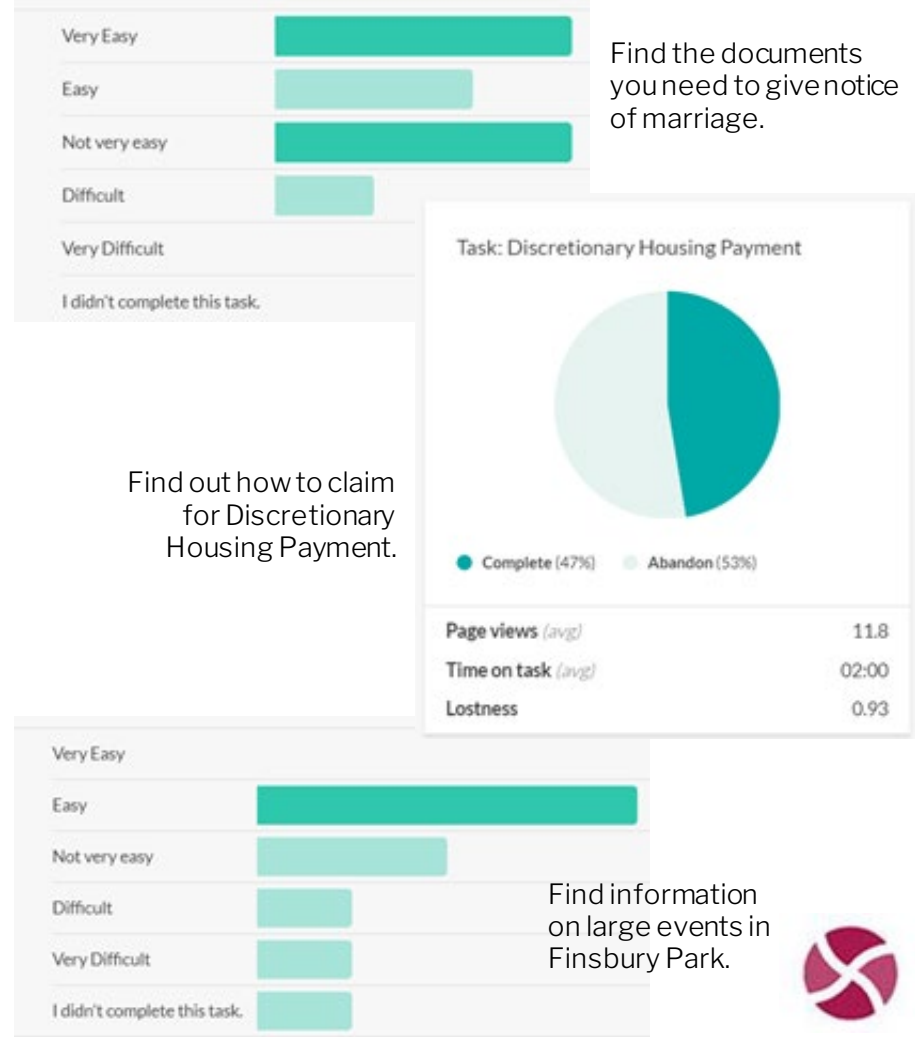


Scenario testing

Invuse carried out two types of scenario testing.

- **Unmoderated** - users were sent a link and a set of tasks (scenarios) on the website to test. They were then provided with a questionnaire to rate their experience and provide additional feedback.
- **Moderated** - users were provided with a set of tasks (scenarios) to complete. A user researcher was also on the session to monitor and ask questions around thought processes and expectations

Scenario testing allowed us to view how users interact with the website and if they could find what they were looking for through navigation and search. Moderated sessions enabled us to gather more qualitative data by talking through the process and asking questions while the user is completing the task.



Benchmark data - Scenario testing findings

Users struggled to find specific event information. They often got lost in unrelated event areas.

The online accounts were mentioned by a number of users doing the testing, as being difficult and frustrating to log in to.

Users found the menu confusing if an area wasn't clearly only for residents or businesses they didn't know how to begin navigating.

All users were skimming content quickly and not reading in detail. They were often missing links when there was too much information on the page.

“I find this website often makes you go around in circles.”
“I don't really understand ‘services for residents’, to me this is council jargon”



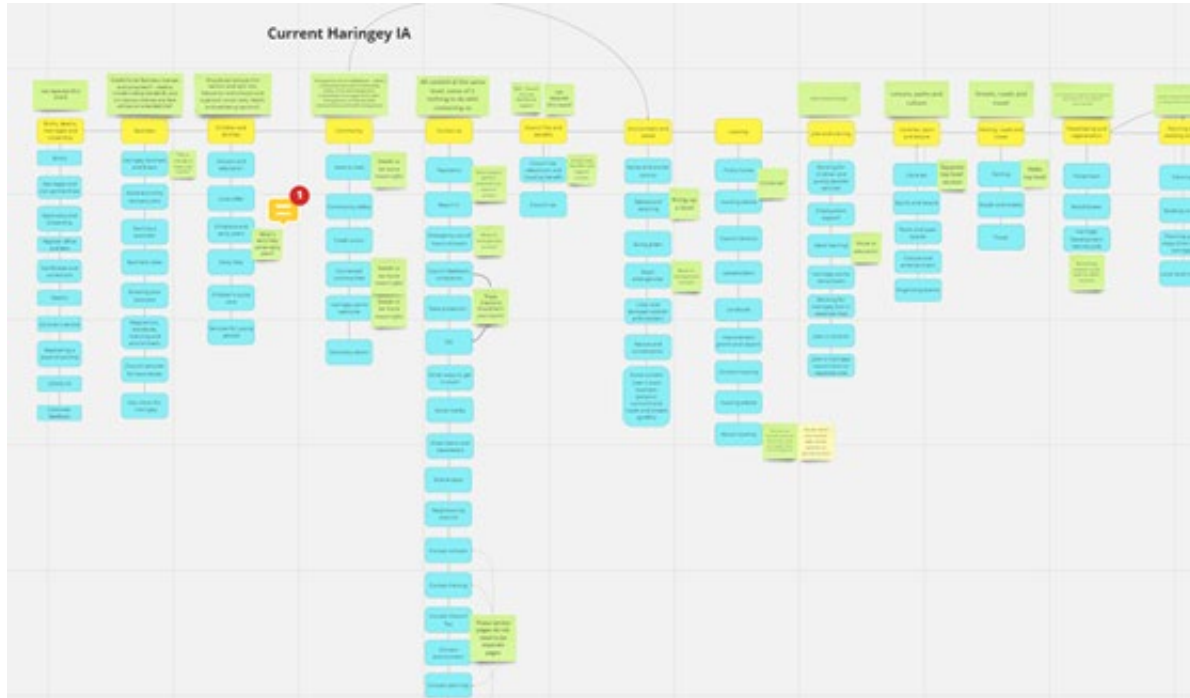
User moderated test
Haringey resident



Site structure

Information architecture (IA)

Current site structure



- Births, deaths, marriages and citizenship
- Business
- Children and families
- Community
- Contact us
- Council Tax and benefits
- Environment and waste
- Housing
- Jobs and training
- Libraries, sport and leisure
- Parking, roads and travel
- Placemaking and regeneration
- Planning and building control
- Local democracy
- News and events
- Adult social care and health



Information Architecture - Feedback and iteration

Users felt there were a number of crossovers within adult social care, health, children, young people and families. Which indicates the **need to signpost**.

Users felt that **homelessness is not just a housing issue** and needed to be signposted within health and wellbeing.

We needed to **clearly define and iterate the language of content and titles** within environmental health and community, safety and emergencies so that users are clear.

Users wanted to see **more support options linked to benefits**, like travel passes, reusable nappy vouchers and free school meals.

Testing has enabled us to shape a resident lead site structure and uncover areas that require signposting.

“Some things, especially to do with children and young people, could be in two groups”

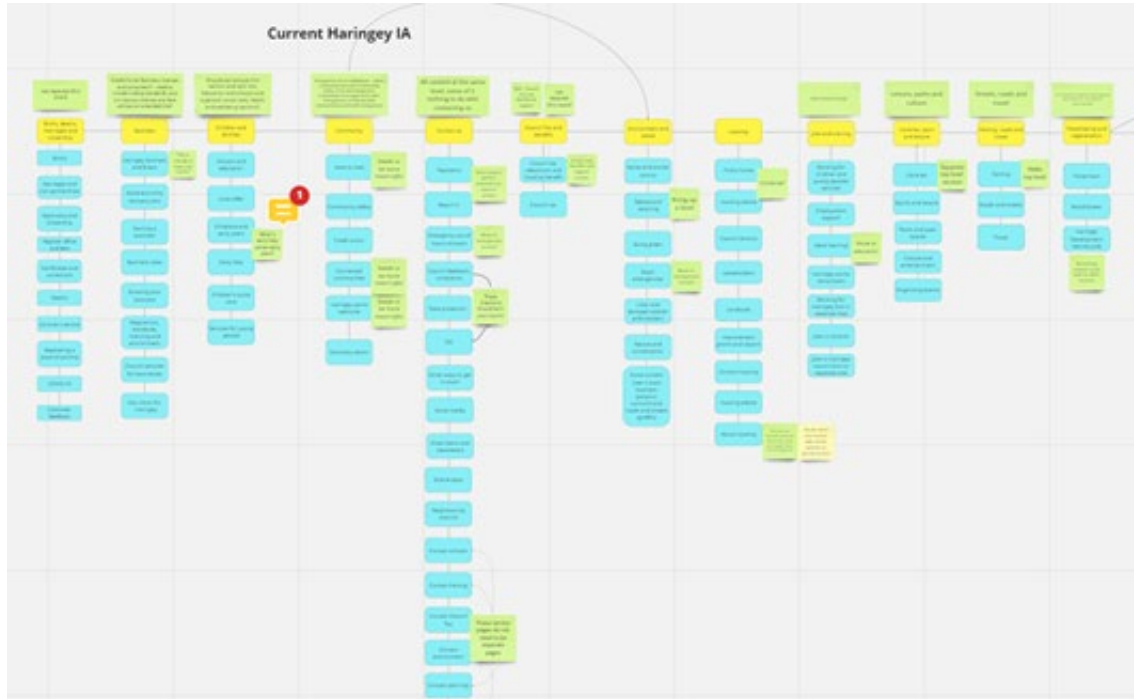


Digital card sort
Haringey resident



Information architecture (IA)

First iteration based on prior research within LGD and data



- Births, deaths, marriages and citizenship
- Business, licensing and consumers
- Children, young people and families
- Community, safety and emergencies
- Council Tax
- Benefits and financial support
- Bins and recycling
- Environmental health
- Housing
- Jobs, training and volunteering
- Libraries
- Leisure, parks and culture
- Parking
- Streets, roads and transport
- Planning and development
- Council and elections
- News and events
- Adult social care
- Health and wellbeing
- Education and schools



Language and phraseology - User feedback

Which of the following headings would you use for a section of the site that includes elections and voting, councillors and MPs, councillor meetings, consultations, strategies and policies.

Answer	Percentage		
Local Democracy		31.3%	5
Your council		6.3%	1
About the council		0%	0
Council and Elections		56.3%	9
Running the council		0%	0
Other		12.5%	2

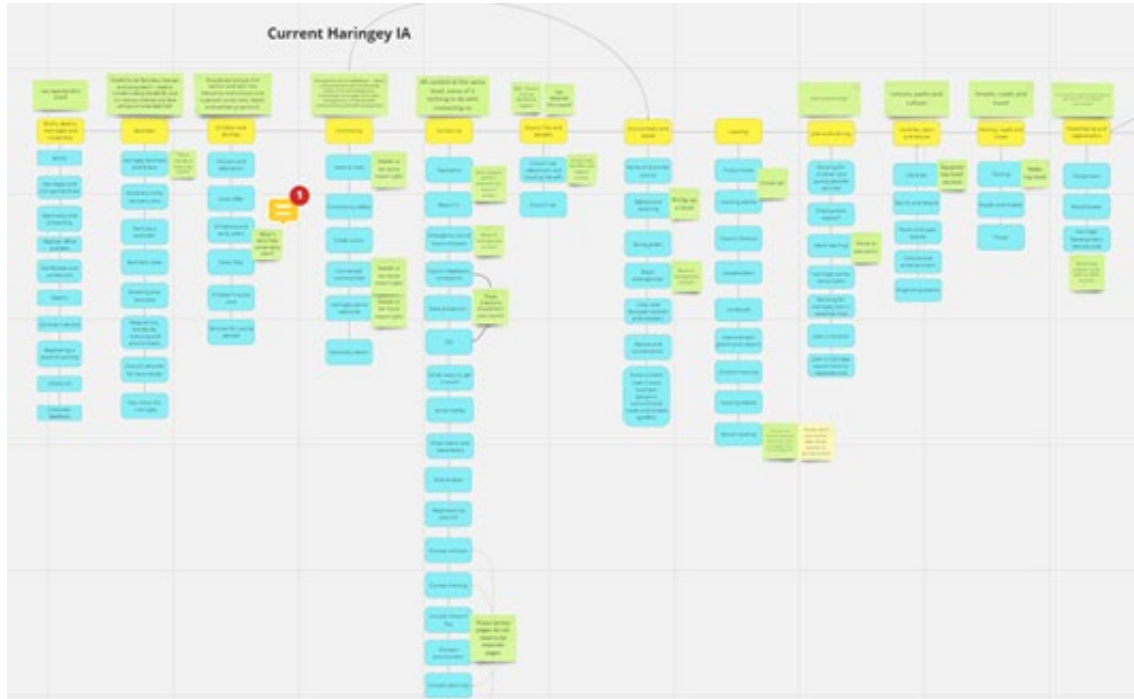
Which of the following headings would you use for a section of the site that includes major projects and regeneration, planning applications, building control, local land charges and planning appeals.

Answer	Percentage		
Planning and building control		18.8%	3
Planning and development		25%	4
Planning		0%	0
Planning and regeneration		43.8%	7
Other		12.5%	2



Information architecture (IA)

Second iteration informed by user testing



- Births, deaths, marriages and citizenship
- Business and licences
- Children, young people and families
- Community safety
- Council Tax
- Benefits and financial support
- Rubbish and recycling
- Environment
- Housing
- Jobs, training and volunteering
- Libraries
- Leisure, parks and culture
- Parking
- Streets, roads and travel
- Planning and regeneration
- Council and elections
- News
- Events
- Adult social care
- Health and wellbeing
- Education and schools



Content

Council tax and benefits

My Account

My Account provides quick and easy access to council services - this includes:

- View your Council Tax account, including account balance, recent payments and bills.
- Set up a Direct Debit
- Switch to paperless billing
- Apply for Single Person Discount
- Tell us if you have changed address or moved into Haringey
- Tell us about a change in circumstances
- Apply for Housing Benefits and Council Tax Reduction
- View your benefit entitlement, payments and letters online
- [Help using My Account](#)

Landlords information

- [Housing Benefits information for landlords](#)
- [Housing Benefit payments](#)

Council Tax Advice and Services

- [Register to view your Council Tax account](#)
- [How to pay](#)
- [Set up a Council Tax Direct Debit](#)
- [Apply for a Discount](#)
- [Apply for an Exemption](#)
- [Council Tax Reduction Scheme](#)
- [Tell us you have moved into Haringey](#)
- [More Council Tax services](#)
- [Letter of Authorisation](#)
- [Council Tax Energy Rebate - £150 payment](#)

Discretionary Housing Payments (DHP)

External Organisations

- [Department of Work and Pensions \(external link\)](#)
- [Citizens Advice Bureau \(external link\)](#)

Benefits Advice and Services

- [What is Housing Benefit?](#)
- [Apply for Housing Benefits](#)
- [Apply for Council Tax support](#)
- [Change in circumstances](#)
- [Proof we need](#)
- [More Benefits services](#)
- [Understanding your benefits letter](#)
- [Universal Credits](#)
- [Letter of Authorisation](#)
- [Benefits portal troubleshooting guidance](#)

See also

- [Haringey, here to help](#) - help and support for residents
- [GOV.UK: Benefits Adviser \(external link\)](#)
- [Business Rates](#)
- Pensions:
 - [GOV.UK: Working, jobs and pensions \(external link\)](#)
 - [Local Government Pension Scheme \(external link\)](#)

Throughout the project we are conducting research and gathering findings to shape and validate our decisions, for example - separating Council Tax and benefits.

Allowing users who want to 'pay Council Tax' to do so quickly and simply. While those in need of financial help and support can find what they are looking for without being bombarded with transactional elements.

Signposting between the two areas ensures users who need both can access them easily.



Council tax / Benefits and financial support

Council Tax

What Council Tax is and how much you need to pay, Council Tax bands, payments and refunds, manage your account online, tell us about a change, moving home, discounts, reductions and exemptions, landlords.

Pay your Council Tax >	Tell us you're moving home >	Low income Council Tax Reduction >
What Council Tax is, Council Tax bands and bills What Council Tax is and how it's calculated, who is liable to pay, find your Council Tax band, Council Tax charges and bills, understanding your bill. >	Manage your Council Tax in My Account My Account is where you can view and manage your Council Tax online, 24 hours a day. >	Council Tax payments and refunds How to pay your Council Tax, problems paying your Council Tax, what happens if you don't pay and how to request a refund. >
Tell us about a Council Tax change Tell us you're moving home, tell us about a change to your household or family, tell us someone has died. >	Council Tax discounts, reductions and exemptions Who qualifies for a Council Tax exemption, discount or reduction, including students and single people. >	Council Tax and landlords Tell us about tenancy changes, find out if you're responsible for paying Council Tax for a property. >
Contact us about Council Tax How to contact us about your Council Tax. >	Benefits and financial support Housing Benefit, Council Tax Reduction, Discretionary Housing Payments, Universal Credit, Local Housing Allowances and advice for landlords. >	

Benefits and financial support

Housing Benefit, Council Tax Reduction, Discretionary Housing Payments, Universal Credit, Local Housing Allowances and advice for landlords.

My Account >	Haringey Benefits Calculator >	Haringey, Here to Help >
Housing Benefit Make a claim, check eligibility, proof we need, payments, overpayments and how to appeal. >	Council Tax Reduction Help to pay your Council Tax if you're on low income or receive benefits. >	Tell us about a benefit change Tell us about a change in your situation that may affect your Housing Benefit or Council Tax Reduction. >
Discretionary Housing Payments (DHP) Discretionary Housing Payments provide financial help with rent or housing costs. >	Universal Credit If you're out of work or on a low income you may qualify for Universal Credit on GOV.UK. >	Benefits and landlords Advice and access to the Landlords Portal if you receive payment on behalf of a tenant. >
Local Housing Allowance (LHA) Local Housing Allowance is used to work out how much housing benefit you get if you rent privately. >	Benefit Fraud Help us reduce benefit fraud. >	Contact us about benefits How to contact us about your benefits. >



Benefits and financial support

Discretionary Housing Payments (DHP)

Extra help towards paying your housing costs

- [What are Discretionary Housing Payments?](#)
- [Who can claim?](#)
- [What can DHPs help with?](#)
- [When DHPs will not be given](#)
- [How DHPs are paid](#)
- [How do we decide if we can give you a DHP?](#)
- [How much DHP will I get and for how long?](#)
- [Change of circumstances](#)
- [What happens if I don't agree with your decision?](#)
- [Application forms](#)
 - [Proof you must provide](#)
- [Further information](#)

See also:

[Haringey Here to Help](#) – help and support including benefits and financial help, employment, housing and mental health.

Haringey Here to Help

What are Discretionary Housing Payments?

Discretionary Housing Payments (DHPs) are short-term payments to help people with their rent if they are experiencing financial hardship. DHPs can be awarded as a one-off payment or series of payments.

To get a DHP you must be paying rent **and** be getting Housing Benefit **or** Universal Credit housing costs.

As DHPs are paid from a limited budget, each request is considered on its own merits. Complete the [application form](#) carefully and give us as much relevant information as possible to support your

Discretionary Housing Payments (DHP)

Discretionary Housing Payments provide financial help with rent or housing costs.

Make or view a claim and upload evidence online.

[Start now >](#)

Who can claim

You can only get Discretionary Housing Payment if:

- you already get Housing Benefit or Universal Credit housing costs,
- you are struggling to pay your rent even with the Housing Benefit or Universal Credit
- we agree that you need more support paying your rent

What you will need

You can upload your proof in your online account.

You will be asked for:

- your Universal Credit letter
- proof of rent you owe (including a repayment plan and proof of amount if you have rent arrears)
- proof you are trying to find cheaper living arrangements (including landlord letters, bids made on Locata, offers made on Home Swap and properties you have viewed)
- letters from a debt or other agency about your financial circumstances
- the last 3 months of statements from your bank and/or building society
- job application and interview letters
- proof of income for all your non-dependants

We may ask for additional proof including proof of loans, bills, credit cards and medical proof.



Leisure, parks and culture

Parks and facilities in Haringey

Parks and their facilities, like playgrounds, paddling pools, tennis courts and football pitches.


Search

Apply

Park facilities

- Basketball court
- BMX track
- Boating lake
- Cafe
- Changing Places - accessible toilet and changing facility
- Disability play
- Football pitch
- Green Flag Award
-

Find out about the facilities for each park and what events are happening.



Displaying 1 - 10 of 36

Belmont Recreation Ground
A Green Flag Award park with a playground and picnic area.

Bluebell Wood
An area of ancient woodland, popular with dog walkers.

Bruce Castle Park

We have been making use of the directory function within LGD which includes helpful, intuitive maps with search and filter elements and is designed to improve the UX help users find the activities they are looking for.

Research on the existing website showed us users are searching activities like tennis, as well as activities for children including splash play. This function will allow users to discover exactly where they can find tennis courts and water play in Haringey for example, as well as further information about these activities.



Registrars

Births, deaths, marriages and citizenship

Get married or form a civil partnership, give notice, births, deaths and bereavement, citizenship, register office fees, correct a registration, order a copy of a certificate, the coroner's service.

Give notice >	Ceremonies at The Earlham Suite >	Order a certificate >
<u>Marriages and civil partnerships</u> Get married or form a civil partnership, give notice, ceremony venues, convert a same-sex civil partnership into a marriage, licence your venue, certify a building for worship or marriage. >	<u>Births</u> Register a birth, register a stillbirth. >	<u>Deaths and bereavement</u> Register a death, Tell Us Once service, bereavement support, support for doctors, Haringey Mortuary. >
<u>Citizenship</u> Citizenship ceremonies and how to book, apply for British citizenship. >	<u>Registration certificates and corrections</u> Order a copy of a Haringey registration certificate, correct a birth, death, marriage or civil partnership registration, search your family history. >	<u>Haringey Register Office and fees</u> Contact Haringey Register Office, register office fees and charges. >
<u>Coroner's service</u> >		
Inquests and court listings, opening hours and contact details.		



GDS and accessibility

Council Tax Reduction

Help to pay your Council Tax if you're on low income or receive benefits.

Inbuilt summary text to help with Search Engine Optimisation (SEO) and accessibility.

Who can apply

You can apply if you're:

- out of work
- on a low income
- self employed
- unable to work due to a health condition or disability

Following GDS guidelines to write content. This will help users with cognitive disabilities and those with lower reading ability or English as a second language to understand information.

See full Council Tax Reduction scheme details.



[Council Tax reduction scheme 2023 to 24 \(PDF, 214 page\(s\), 1.46 MB\)](#)

Following the GOV.UK design system. Attachments include file type, size and number of pages. This helps with accessibility and enables users to decide if they want to open it on a mobile for example.



Signposting

How we are implementing signposting into the new website based on user research.

Council Tax

What Council Tax is and how much you need to pay, Council Tax bands, payments and refunds, manage your account online, tell us about a change, moving home, discounts, reductions and exemptions, landlords.

Pay your Council Tax	Tell us you're moving home	Low Income Council Tax Reduction
What Council Tax is, Council Tax bands and bills What Council Tax is and how it's calculated, who is liable to pay, find your Council Tax band, Council Tax charges and bills, understanding your bill.	Manage your Council Tax in My Account My Account is where you can view and manage your Council Tax online, 24 hours a day.	Council Tax payments and refunds How to pay your Council Tax, problems paying your Council Tax, what happens if you don't pay and how to request a refund.
Tell us about a Council Tax change Tell us you're moving home, tell us about a change to your household or family, tell us someone has died.	Council Tax discounts, reductions and exemptions Who qualifies for a Council Tax exemption, discount or reduction, including students and single people.	Council Tax and landlords Tell us about tenancy changes, find out if you're responsible for paying Council Tax for a property.
Contact us about Council Tax How to contact us about your Council Tax.	Benefits and financial support Housing Benefit, Council Tax Reduction, Discretionary Housing Payments, Universal Credit, Local Housing Allowances and advice for landlords.	

Other things to think of when you're moving

If you're moving home you can also:

- [update your benefits details](#)
- [apply for a school place](#)
- [register to vote](#)
- [check you bin collection day](#)
- [find your local councillor](#)

Related Links

- [Council Tax](#)
- [Valuation Tribunal for England](#)



Other functionality within LGD

Benefits and financial support

Housing Benefit, Council Tax Reduction, Discretionary Housing Payments, Universal Credit, Local Housing Allowances and advice for landlords.

[My Account](#) >

[Haringey Benefits Calculator](#) >

[Haringey, Here to Help](#) >

Disagree with or appeal a decision

Who can appeal

You or your landlord can appeal a decision to pay:

- you and not the landlord
- the landlord and not you

You cannot appeal a decision about the:

- level of LHA set by the rent service
- boundary of a Broad Rental Market Area (BRMA)

How to make an appeal

Appeals must be made in writing within 1 month of the date of our decision.

Contact customer services: benefits

Phone [020 8489 1000](tel:02084891000)

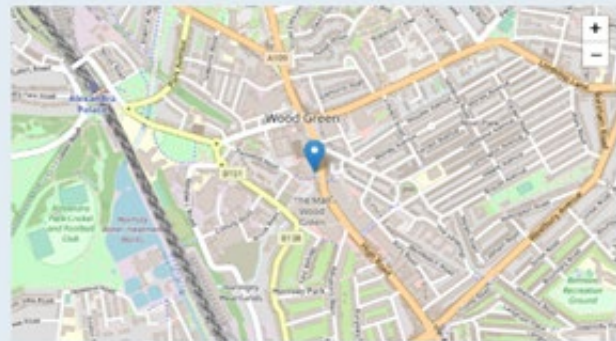
Address Corporate and Customer Services | Benefits
PO Box 10505
Wood Green
London
N22 7WJ
United Kingdom

Contact us online [Contact us form](#)

Email benefits@haringey.gov.uk

Office hours

Monday to Tuesday	9am to 5pm
Wednesday	10am to 5pm
Thursday to Friday	9am to 5pm
Saturday to Sunday	Closed



Technical testing

Functional, content and accessibility tests

◆ Accessibility Tests

Test Item	Scope of testing	Tested	Results	Assignee
Service page Headings	All service pages	<input checked="" type="checkbox"/>	Heading levels need to be tabbable in content	Dev
Homepage	Heading structure	<input checked="" type="checkbox"/>	<ul style="list-style-type: none"> not in logical order skipped heading level missing H1 	Dev
Homepage	Colour contrast	<input checked="" type="checkbox"/>	Very low contrast between text and background colours (featured content blocks)	Dev
Homepage	Alt text	<input checked="" type="checkbox"/>	<ul style="list-style-type: none"> alt text is too limited on featured content images alt text is too wordy on hero images and in 1 of the featured content images; it needs to be simplified or skipped as decorative. the image with the blank alt "" attribute is not skipping so just reads image 	Content Team Dev
Homepage	Labels	<input checked="" type="checkbox"/>	<ul style="list-style-type: none"> search labels are incorrect and the search icon is highlighted as an image Haringey logo is labelled banner link and called "hlbc" this needs Haringey Logo or skipped as decorative. 	Dev

◆ Content Tests

Test Item	Scope of testing	Tested	Comments	Assignee
Homepage	Links	<input checked="" type="checkbox"/>	link titles should replicate the page title as closely as possible CT links are slightly different <ul style="list-style-type: none"> Council tax bands (and bills) Tell us you're moving home 	Content Team
Council Tax (contact component)	Links	<input checked="" type="checkbox"/>	<ul style="list-style-type: none"> Remove team.localgov_contact.URL from component CS opening hours are missing 'Letter of authorisation - to allow someone else to discuss your account with us' leads to the old/current website 	Dev Content Team
Leisure, parks and culture (sub service landing)	A-Z of sport and physical activity	<input checked="" type="checkbox"/>	<ul style="list-style-type: none"> is there another content type that could be used for this page to avoid 3 columns some pages have summaries some don't 	Content Team/ Dev
Contact component (universal)	Content	<input checked="" type="checkbox"/>	<ul style="list-style-type: none"> office hours should start Mon - Sun (not Sunday first) remove URL and Other team.localgov_contact.URL from component 	Dev



Design

Design

We have a user interface (UI) designer working on and iterating designs throughout the project. Designs are based on best practice, optimised user experience on all devices including mobile, desktop/laptop and tablet.



Next steps

Alpha, Beta and Launch

Suggested research activities

- **User survey** - Gather feedback on the new website. Revisit previous questions to understand improvements on the baseline and identify other areas to explore and test.
- Encourage an ongoing dialogue with residents with a **community digital/website focus group**.
- **Scenario testing** - further testing of the new LGD website (combination of moderated and unmoderated).
- **Monitor search terms and analytics**
- **Visit Wood Green Library** - this is a great opportunity to continue an open and transparent relationship with residents and carry out further guerilla testing.
- Continue to collaboratively evolve **the newsroom and events directory** with the comms and digital teams and conduct user testing on these areas.
- Explore plugins for enhanced user experience, such as **translation** and **website feedback**.



Continue to...

Test

- New areas for testing will be uncovered as the website evolves.
- Functional, accessibility and content testing should be carried out at each phase of the project.
- Scenario testing with end users on the live site is essential to measure the success of the project and continue to improve. Refer to benchmark testing questions and results.

Iterate

- Continue to make updates and changes based on findings and feedback.

Improve

- The ongoing management of the website will be ever changing based on changes in legislation, guidance and best practice. Making continuous improvements is essential to ensure the website stays current. Being part of the LocalGov Drupal community, a group of UK wide councils who are working towards the same goals, will help the digital offer at Haringey stay up to date.

