Case Study

Leeds Safeguarding Children's Board

www.leedslscb.org.uk

Net Construct

Industry
Public sector

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"LSCB are thrilled with the results. The primary objectives - to communicate with stakeholders in a timely manner and to be able to do so internally without using a 3rd party - were fulfilled. "

Lucy Chadwick
Communications
and Engagement Officer

Background

Leeds Safeguarding Children Board (LSCB) is a statutory body which is independently chaired and consists of senior representatives of all the principle agencies and organisations working together to safeguard and promote the welfare of children and young people in the city.

Goals

The old LSCB website had limited capabilities, did not meet the needs of the LSCB and was not fit for purpose in terms of design, usability and functionality.
It was also updated externally which created a time delay when posting time-sensitive or reactive communications and also increased costs.

## Challenges

The challenges of the new website were to:

- create a bright, vibrant design, representative of LSCB's community focus and fundamental values
- offer easy navigation with clear signposting around a content-rich site
- significantly improve communications and engagement with all stakeholders and professionals across the LSCB partnership

Solution

NetConstruct worked within the LSCB brand guidelines to produce a visually engaging website experience personalised to the three main target audiences; professionals working with children and young people, a variety of practitioners from partner agencies, and the general public.

The site was designed to encourage a collaborative approach with LSCB's community and offer a high degree of personalization to communicate to its various audiences. An important aspect of this communication was to capture feedback through online questionnaires from which reports could be generated.

Since the majority of visitors to the site would be members of the public and children, it was important that the site be fully accessible regardless of the device used to access it. NetConstruct therefore designed the site to be fully responsive for maximum
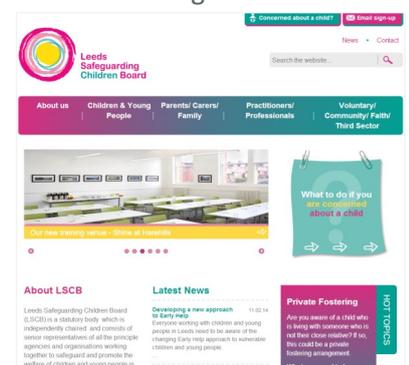
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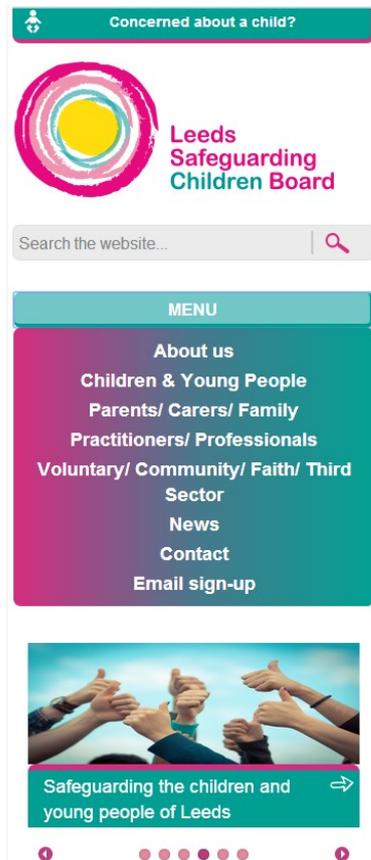
The key feature of the site was the news area which could be updated by the website administrators themselves in a timelier manner, allowing staff to communicate with stakeholders as soon as a development occurred, an event was planned, a report published, etc.

Rotating banners were created to communicate important messages, promote the values of the LSCB and demonstrate their important role within the community.

The new site also features a site search which enables users to quickly find the services they need. The search results include a helpful relevancy bar enabling the users to quickly – without even reading the results – decide which page is most relevant to their search.

Results

LSCB now have:

- a modern, full-featured, value-for-money CMS
- analytics for tracking visitors and visitor behaviours, as well and monitoring success
- a responsive design website for maximum ease of use and impact
- a site through which they can serve personalised and appropriate content in specific areas designed for each of their target audience groups

Key criteria for selecting Kentico CMS

- Kentico's ability to have a fully responsive website accessible on every device.
- Kentico is an easy-to-use CMS that is accessible by users within the business unit so that administrators can update the website regularly at no additional cost to the LSCB. This ensures that the website can be used as the principal communication channel across the large number of professionals who are responsible and accountable for safeguarding children in the city.
- Kentico enables the monitoring of web traffic and the analysis of user experience and the user journey on the website. This provides valuable feedback and in turn improves the quality of communication and boosts engagement, allowing clear measurement of the effectiveness of campaigns and information sharing.
- Using Kentico's content personalization, LSCB can produce targeted and relevant information for all stakeholders.