

Dounreay Site Restoration Ltd conducted an anonymous survey of the effectiveness of its website in September 2009 using the free on-line service Survey Monkey.

More than 1000 email addresses on our “news at dounreay.com” subscription list were emailed invitations to take part in the survey. In addition, a news item with a hyperlink was posted to the website, allowing any user to take part.

A total of 84 surveys were completed.

1. How often do you use the website?

Very often	Frequently	Occasionally	Hardly ever
17.9 %	34.5 %	46.4 %	1.2 %

2 Do you find the website easy to use and move around?

Very easy	Easy	Difficult	Very difficult
28.6 %	70.2 %	1.2 %	0 %

3 Do you always find the information you are looking for?

Always	Usually	Rarely	Never
23.8 %	75 %	0 %	1.2 %

4 Do you use the website for professional or personal information?

Professional 67.9 %
Personal 41.7 %

If professional, please state what line of business you work in:

- Safety cases
- Consultancy
- Nuclear consultancy
- *Comment deleted – offensive language*
- NDA
- Trade unions
- Historic consultancy/teaching
- Supply chain

- Nuclear decommissioning
- Radwaste consultancy and radiation shielding
- Sellafield Ltd SLC – supply chain ombudsman
- Engineering
- Waste management services
- Health physics
- Research
- Non-executive UKAEA
- Consultancy – safety, design, operations, history
- Local authority member
- Consultant to the nuclear industry
- UKAEA comms
- Nuclear power
- Safety, behaviour and business management consultancy
- Nuclear contractor
- Nuclear
- Heritage management
- Manufacture design and supply PPE and RPE
- Radioactive waste management and site remediation
- Consultant engineers
- Nuclear decommissioning
- Technical journalism
- Trade association – supply chain
- Nuclear decommissioning
- Electrical wholesale
- Safety and environment assessment
- Lithuanian Energy Institute, Nuclear Engineering Lab
- Decommissioning diamond drilling and cutting
- Nuclear ventilation and HVAC consultants
- Education
- Nuclear safeguards
- Local government
- Regulatory
- Engineering consultancy
- Nuclear
- Nuclear decommissioning (mech engineering)
- Environmental expert
- Framework scopes of work
- DSRL employee
- Journalism
- Health physics research

5 Is there anything you particularly like about the website?

- Gives me all the information I need
- Procedures and processes are easy to locate via MS grid
- It is OK
- Very informative and interesting topics, often written in ways that are reader friendly. Very open and transparent articles about what work that is being done at Dounreay and particularly paying close attention about the safety issues. The website has a good history tracking, library that is useful to educate those who are training into the nuclear industry. The website look is clear and easy to use and easy on the eye.
- Pikturs
- Keeps you up to date with news
- Good to get the current news and be able to look for general info
- Font is easy to read
- The video footage is very good and interesting
- Plain and simple – user friendly
- Gives a very positive picture of Dounreay – also kept up to date
- Historical information from on line archives
- The video archives are very informative
- Its layout
- Keeps me up to date on progress and issues
- Clear, bright and optimistic
- The photos
- Not so much the website, but the service from the communications team is excellent and I highly value the regular e-mail updates. To be honest the one-liners in this are generally enough to keep me updated and the additional information from the website is extremely useful when I need to know more. The important thing is that I know what is there for when I do need it and you help me do that with confidence and the weblinks in the emails mean that I don't even have to worry about navigation of the website.
- It's very cleanly set out, which makes it less distracting and easier to use
- The photos are pretty good! The regular email reminders are good.
- No
- Some of the pictures are good.
- History sections and what's happening.
- Frequency
- It's a great way of keeping up to date with everything that is going on at Dounreay.
- Image library
- Photographs and the press release index
- It's informative and comprehensive. It's a model that other companies, including the other divisions of UKAEA, should follow in order to provide information to stakeholders, retirees etc
- The presentation is good, clear and easy to read. Plain English is used.
- Radioactive waste management.

- The access to Dounreay News
- Quick
- The pictures, always good to illustrate what you are talking about, especially if it's a complex subject.
- Good project descriptions and information on experience gained in decommissioning. Plenty of photos.
- Nice clean design.
- Clean lines; loads quickly; well structured.
- Good source of environmental news.
- Access to information and sense of “community”
- Well laid out

6 Is there anything you particularly dislike about the website?

- No
- I cannot think of anything
- Not enough (intentional) comedy
- Could get a bit more on the front page perhaps. Not a major issue though.
- Some items are effectively illegible, at least on my computer, e.g. I can't read the scale legends on the graph of staffing levels v date included in the 'Dounreay-at-a-glance' summary, no matter how much I 'blow up' the image.
- The days to closure countdown – a bit misleading as it's actually going to be years until “closure”. $5662/365 = 15$ and bit years if current funding continues.
- None
- No
- NO
- No
- The downsides of nuclear activity should be clearly stated. Costs to the taxpayer and so on.
- No
- No
- There is no artistic flare evident and the resulting impact is flat which makes the website look old fashioned and dull. There are too many links that take time to load, once loaded some are sized at over 100% and this is unprofessional. My biggest criticism is that the website doesn't communicate a message it merely stores information.
- No
- No
- Not at the moment
- It tells me how vast amounts of public money are being used to move waste from one hole in the ground to another!
- No
- No
- No

- Still the odd spelling error!
- No
- No
- Vacancies shown that are out of date

7 Do you have any suggestions for improving the website?

- A regular resume re the state of UK energy supplies, particularly nuclear, compared with the situation in other nations.
- I cannot think of anything.
- A biggest lie of the week competition. Where senior managers discuss telling porkers in order to meet a PBI.
- I wonder could the general news items that are posted out daily could be added to the website or are there copyright issues.
- It would be useful to have a list given of the various books relating to Dounreay and its history, achievements etc which have been published over the years. This perhaps could be a new subsection within the “Archives” entry on the main headings list. A list of this kind would be a help to people, including students, wishing to find out more about Dounreay in public and university libraries.
- Other than change of the countdown to closure nothing else
- Nothing specific
- No
- No links to the other SLCs. Yes – please can you include a link to Sellafield Ltd SLC – sellafieldsites.com
- Profiles of all the site directors. Photos in D2003 but there is not other information readily available.
- No
- On occasional review by one of the contractors.
- I would like to see the meter of costs to the taxpayer since Dounreay’s inception clearly shown and the amount of power sold to the nation.
- Maybe a bit more about people? The regular quotes from project managers are good at giving Dounreay a human face but more could be done in that direction. Increasing use of moving footage (like the Brad Smith piece) will help.
- As a former employee I check into the website occasionally to see what is happening, usually after an email reminder. I’m always interested in the people working on various projects. Potentially there may be some business opportunities too. My perception of Dounreay remains as positive as ever!
- More information on activities, programmes and budgets to aid forecasting and planning for future business.
- See comments above
- It would be useful to be list of staff and their contact details.
- Not now

- With such a highly skilled workforce at Dounreay, is this being utilised, so work in other fields can be carried out at the plant? i.e. is there scope for oil and gas work to be bid on by the management team.
- No specific suggestions but I would like to say hello to Colin and the communications team.
- No
- No
- No. Question 8 – my impression hasn't changed as a result of visiting the website, but I have to lie with an answer as the survey won't let me leave it blank and there isn't a 'no change' option – this could skew your statistics!
- I think there should be a forum and a public for sale board.
- No
- OK as it is.

8 Has your impression of Dounreay changed as a result of visiting the website?

Lot more positive	More positive	More negative	Lot more negative
13.1%	78.6 %	8.3 %	0 %

9 Overall, how would you rate this website?

Very good	Good	Bad	Very bad
34.5 %	61.9 %	2.4 %	1.2%

10 Do you use any social media networking sites? If yes, please specify. (NB This question was answered by 35 respondents only)

Twitter	Facebook	You Tube	Myspace	Linkedin
28.6 %	82.9 %	42.9 %	5.7 %	31.4 %