

Cuddington, Delamere Park and Sandiway Village Plan

Village Website Development Team meeting

(Virtual) Meeting: 8:00pm on Tuesday 12th January 2021

Minutes

Attending: Russell Smith (scribe), Jim Wren, John Faulkner, David Ruchat, Heather Thompson

Apologies: None

Agenda

1. Minutes of the previous meeting: Accepted as a true record.

2. Matters arising from previous Minutes:
 - a. To progress the plan to develop and maintain a suitable Website for the village and discuss how it might evolve over next 6-12 months
 - i. Directory data has been validated in Jan 2021 (by Jim on a rolling 3 month schedule and Russ by correcting and emailing entries where possible);
 - next data validation exercise will be in April 2021

 - b. Continually need more Newsroom stories:
 - Oct (19), Nov (19), Dec (16), Jan '21 to date (13)
 - more stories are starting to come in but we still need to continually chase (see Action Log)

 - c. Website 'operations manual' and 'technical manual' are both "evolving documents", being updated as methods and processes change:
 - 'technical manual': first draft handed to Russ for validation/ comment;
 - 'operations manual': now in Version 2 revision – needs quarterly review and validation

 - d. Website is still virtually invisible to Microsoft search and browser products – David needs to continually monitor our Site Map, MS's 'crawling' around our pages and our visibility to Bing and the browsers.

3. To monitor analytics for the website: number of visits / users etc
 - i. Usage: unique IP addresses used to visit the site
 - difficult to accurately measure since same user can use multiple devices (iPad, Desktop etc) and all smartphone users are grouped onto single IP address
 - number of visits to the website (more accurate measure of usage)
 - number of pages visitedSee separate sheet giving metrics for Jan2017>>present.
Summary: regularly getting >1,600 users visiting >3,000 times each month
Average of 2,100 unique IPs; 3,800 visits & 14,000 pages each month during 2020

 - ii. Annual growth in usage (12 months 2020 vs 2019) is +0% - same number of visits!

4. Discussion about “Rules For Making Your Council Website WCAG 2.1 AA Compliant”
 - i. ‘Accessibility Statement’ has been prominently displayed from the Home page
 - ii. We await Joomla version 4, hopefully later this year, which will allow much better accessibility options to be accessed if required.

5. Other areas for improvement
 - a. Introduce a “Welcome” page for which Heather has provided some neat wording – intended to welcome both new residents to the village as well as new users to the website
 - b. A larger Gallery of (rotating) local pictures has been added to the Home page following a review by a third-party colleague – it was felt that this worked well to enhance the user experience but could be improved by regularly changing the photos displayed (both by changing their sequence and by adding some seasonal pictures of the village). Suitable pictures (>1200 pixel wide) to be forwarded to Russ for inclusion.
 - c. As part of the website review, it was suggested to add a ‘Village Map’ box accessible prominently alongside the ‘MetOffice Weather’ link on the Home page - it was agreed that this also enhanced the look-and-feel of the website and David agreed to keep the Map graphic accurate and useful for the casual user.
 - d. Certain pages contain too much history – notably the Round Tower, the Parish Council Minutes and Gala Day historical record go back to 2016. It was felt that all files for years >2 before the current year (ie before 2019 at present) should be archived into a repository which can be accessed from various points in the website. Similarly Village Plan and Neighbourhood Plan detailed files should now be reviewed and only keep essential information on the website.
 - e. It was felt that important messages from the Police, such as PCSO weekly reports and Police Alert messages, are being overlooked since it is not obviously where they are displayed – in fact they were “hidden” behind a ‘*Cheshire Constabulary*’ box on the Home page; it was felt that more obvious ‘**Police Matters**’ messaging should be used to highlight this important source of information.
 - f. Covid-19 Local Update (data, guidance and CWaC media reports):
It was felt that this new page was a valuable addition to the website but that it could be improved by:
 - i. Prioritise the infection metrics with the ‘Sandiway’ link at the top
 - ii. De-emphasise the CWaC Media Releases which can be too ‘wordy’ and too many in number – reduce the number displayed and reduce their font size

6. To allocate work which is required:
 - i. Validate all Directory ‘activity’ and ‘business’ entries (ie “What we do”, contact details, etc) as follows:

Blakemere:	Russ
Delamere Park:	David
 - ii. Heather to work with Facebook team to seek ‘Pin’ of our website at the top of their Facebook page, for which we will cross-reference their Facebook on our Home page
 - it was noted that Julie Chrimes has volunteered to act as a moderator on the Village FaceBook team in order to get accurate PC messaging onto FaceBook when necessary – this initiative was not seen to conflict with her focus on the Village website)

iii. News stories – need help with identification of news stories from the editorial leadership contacts:

Police & Neighbourhood Watch	- Heather
Parish Council	- David
Village Plan/ Neighbourhood Plan / CWaC	- John
Churches	- Jim
The Village	- Jim
Health (Danebridge etc)	- Russ
Gala Day	- Russ (& Nicola)

iv. Website Development Team (WDT) formation

- Still need at least one additional, preferably young, member to represent youth of the village - need remains outstanding
- Opportunity to possibly recruit moderator for local C&S Facebook domain: Heather to chase

v. User testing & validation

- Jim has been through most of website during January and reported back any problems, which have since been fixed – will be repeated in April 2021.

7. Marketing actions for the website

- i. Always need to aim to increase 'readership' of the website: current target should be 4,000 'visits' for each month – need to continually monitor and promote where possible.

8. Any Other Business:

None

9. Date of next meeting: (WDT agreed to meet quarterly)

Tuesday 13th April 2021 at 8:00pm - virtually again using 'Google Meet'

Russell Smith: scribe