

Cuddington, Delamere Park and Sandiway Village Plan

Village Website Development Team meeting

(Virtual) Meeting: 8:00pm on Tuesday 13th April 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 April 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 July 2021
 - ii. Russ raised the issue of staffing for longer term website development; original commitment was made for acting as webmaster for 3 years – that was over 5 years ago! We can regard the past 5 years as “Proof of Concept” but we now need to make plans to carry this forward through the next 5 years. Russ gave a commitment to continue in the post until the end of the year if thought useful BUT we need to search for a longer term solution sooner rather than later.

Following options were discussed:

 1. Find somebody in the local community with a technical background who can take over what we have today
 2. Outsource the Webmaster role to an independent technician who is fed, in a highly standardised manner, with content (estimated at 10 hours outsource work per month?)
 3. Outsource the whole PC website to a 3rd party, eg One2One Digital
 4. Adopt a Wordpress standard template and keep data entry in-house
 5. Forget the website and focus on Facebook (not our preferred option!)

Note that all options would still require a Website Development Team to validate entries and provide content.

It was agreed that we need a Working Party to examine viable alternative solutions, cost them out and feedback to WDT by end May. The preferred options should then be discussed with the Parish Council at their June meeting.

- b. Continually need more Newsroom stories:
 - Jan 2021 (18), Feb (18), March (16), April to date (13)
 - more stories are starting to come in but we still need to continually chase
 - the content displayed on Newsroom page (12 rolling months worth) is too large and constantly giving error messages when saving; need to examine storing and displaying stories in a different manner, maybe showing historical stories on separate page(s)
 - 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 and now validated
 - '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 visited

See separate sheet giving metrics for Jan2017>>present.
 Summary: **regularly getting >2,000 users visiting >3,500 times each month**
Average of 2,285 unique IPs; 3,800 visits & 14,000 pages each month Jan-March
 - ii. Annual fall in usage (12 months to Mar 2021 vs 2020) is -16%
 (caused by massive interest in Sandiway Surgery closure during Nov2019-Mar2020)
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. Have now introduced 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. Covid-19 Local Update (data, guidance and CWaC media reports):

It was felt that this new page was a valuable addition to the website and it has now been improved by:

- i. Prioritising the infection metrics with the 'Sandiway' link at the top
- ii. De-emphasising the CWaC Media Releases which can be too 'wordy' and too many in number – reduced the number displayed and reduced 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:

Local Shops and Places of Worship:	Jim
Blakemere:	Russ
Delamere Park:	David

- ii. Heather has initiated contact with Helen Taylor from the local Facebook team – we will seek 'Pin' of our website at the top of their Facebook page, for which we will cross-reference their Facebook on our Home page

- 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 April and reported back any problems, which have since been fixed – will be repeated in July 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 have agreed to meet quarterly)

Tuesday 13th July 2021 at 8:00pm – hopefully face-to-face at Chester Road

Russell Smith: scribe