

Cuddington, Delamere Park and Sandiway Village Plan

Village Website Development Team (WDT) meeting

Meeting: 8:00pm on Tuesday 13th July 2021

Minutes

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

Apologies: Heather Thompson

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 was validated in April 2021 (by Jim on a rolling 3 month schedule) and will be revalidated later in July
 - ii. The issue of staffing for longer term website development and maintenance; original commitment was made for Russ 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.

Following options were discussed:

1. Find somebody in the local community with a technical background who can take over what we have today
 - we ran an advert for 2 months on the website to find volunteers, and Julie chased volunteers on Facebook (we believe) without success
 - technical volunteer came forward but he is off to university in October and hence unsuitable as webmaster – he will be researching tech improvements under Joomla 4 on a mirror website
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?) – cost approx. £120 pm

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

A Working Party had been formed to examine viable alternative solutions, costing them out and feedbacking to WDT. The preferred option (outsourcing to local technical consultant) should now be discussed with the Parish Council at their July meeting.

One additional volunteer (non-technical) had come forward from the media campaign to help chase information and provide suitable content for the website. Discussions followed about introducing a sports and activities correspondent and this proposal will be discussed with the candidate later in July.

- b. Continually need more Newsroom stories:
 - April 2021 (19), May (24), June (20), July to date (19)
 - more stories are starting to come in but we still need to continually chase
 - the content previously displayed on Newsroom page (12 rolling months' worth) was too large and we are now storing and displaying stories in a different manner, showing just this year's stories on main page, with historical stories on separate pages

- 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

- 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 Jan2018>>present.
 Summary: **regularly getting >2,000 users visiting >3,500 times each month**
Average of 2,023 unique IPs; 3,500 visits & 13,300 pages each month April-June
 - ii. Annual fall in usage (12 months to June 2021 vs 2020) is -13%
 (caused by massive interest in Sandiway Surgery closure during Nov2019-Mar2020), but
 - iii. Quarterly rise (Q2 2021 vs Q2 2020) in visits by 13.3%.

- 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 by the user.

- 5. Other areas for improvement
 - a. 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 + New member of WDT |
| Delamere Park: | New member of WDT |

- ii. Heather has initiated contact with 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) |
| Sports & Activities | - New member of WDT |

- 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 will be testing most of website during July and reported back any problems, which will then be fixed – will be repeated in October 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 19th October 2021 at 8:00pm – hopefully face-to-face at Chester Road

Russell Smith: scribe