

Cuddington, Delamere Park and Sandiway Village Plan

Village Website Development Team meeting

(Virtual) Meeting: 8:00pm on Wednesday 13th October 2020

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 May and Sept 2020 (by Jim on a rolling 3 month schedule and Russ by correcting and emailing entries where possible);
 - next data validation exercise will be in Jan 2021
 - b. Continually need more Newsroom stories:
 - March (20), April (9), May (6), June (15), July (9), Aug (21), Sept (20), Oct (19)
 - more stories are starting to come in but we still need to continuously chase (see Action Log)
 - c. Website 'operations manual' and 'technical manual' are both still incomplete:
 - 'technical manual' draft handed to Russ for validation/ comment;
 - 'operations manual' still in Version 1 format – needs updating and validation
 - d. The secure SSD (https://) domain is now the standard and fortunately we only receive a handful of visits to the non-SSD (http://) domain
 - e. Website is still virtually invisible to Microsoft search and browser products – need 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 (slightly over-estimates actual users)
 - number of visits to the website (more accurate measure of usage)
 - See separate sheet giving metrics for Jan2017>>present.
 - Summary: **regularly getting >2,000 users visiting >3,500 times each month**
Average of 2,300 unique IDs with 4,060 visits each month during 2020
 - ii. Annual growth in usage (12 months Oct19-Sept20) is only ~2% on previous 12 months

4. Much discussion about “Rules For Making Your Council Website WCAG 2.1 AA Compliant”

- i. The Rules are primarily designed to provide better accessibility for the visually and physically handicapped users; variable text sizing, alternative access to pages than via mouse, etc;
- ii. Very difficult to improve accessibility without structural changes to the CMS (ours is Joomla) on which the website infrastructure is based – need to research this possibility
- iii. Danger is that deep application changes to try to improve accessibility could cause major expense from external consultancy (our team are ‘enthusiastic amateurs’ and not experts in this field) and potentially lead to the extinction of the current village website
- iv. Research with other village websites showed that the most that had been done was to add an ‘Accessibility Statement’ prominently on the Home page – this we will also implement as follows:

“We are a community website run by volunteers. We know that some parts of our website are not fully accessible. If you are experiencing problems accessing this website, or if you know of others who cannot access it, please contact the webmaster by email: webmaster@cuddingtonandsandiwayonline.org , including information about any alternative format that is suitable. We will endeavour to supply information in alternative formats.

If you are keen to assist the volunteer team to improve the accessibility of this website, please also get in touch with the webmaster.”

5. Other areas for improvement

- a. It was felt that important Newsroom stories were often overlooked – the user had to click into the Newsroom and then look down the plethora of news stories to find the item(s) of interest. It was suggested that each important news story heading should preferably be shown on the Home page so that the user could click straight through to view the content. This discussion provided an objective for Russ to research before the next meeting (subsequently implemented later in October).
- b. Covid-19 local data and guidance:
It was considered worthwhile to implement a dedicated page in the website to provide a ‘Local Update’ containing links to local infection data, local Covid news and any other links and advice from CWaC or other organisations. This will be implemented by Russ with the help of the rest of the team.
- c. The “Whats Off” menu option needs to be discontinued since most of the information is out of date.

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
Cuddington shops, A49 & station shops:	Jim
Places of Worship:	Jim
Sandiway shops + A556 outlets (Define, Blue Cap, etc):	Heather
Delamere Park:	David

- ii. Regular diary events (data from Round Tower, Blakemere, Village Hall, Library, St Johns mag, Sports Clubs, etc) have mainly been discontinued during the pandemic; some have been restarted in Village Hall and they have been entered in website up to end Dec 2020;
repeating diary events need to be extended to July 2021 in December when we have a clearer idea of the on-going impact of Covid-19.
- iii. 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
- iv. 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)
- v. 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
- vi. User testing & validation
 - Jim has been through most of website during May and September and reported back any problems, which have since been fixed – will be repeated in Jan 2021.

7. Marketing actions for the website

- i. Always need to aim to increase 'readership' of the website: current target should be 3,000 'unique visitors' for each month – need to continually monitor and promote where possible.

8. Any Other Business:

It was reported that the Clerk to the Parish Council had joined the Cuddington & Sandiway FaceBook team as an editorial assistant and it was their hope and expectation to become a 'one stop shop' for all the information being published by the Parish Council in the village. We wish them well.

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

Tuesday 12th Jan 2021 at 8:00pm virtually again using 'Google Meet'

Russell Smith: scribe