

Cuddington, Delamere Park and Sandiway Village Plan

Village Website Development Team (WDT) meeting

Meeting: 8:00pm on Tuesday 19th October 2021

Minutes

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

Apologies: None

Agenda

1. Minutes of the previous meeting:
 - a. Due to GDPR considerations, all names should be removed from Minutes (unless permission has been granted).
 - b. (Draft) Minutes should not be published until they have been agreed.

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 October '21 (by Jim on a rolling 3 month schedule) and will be revalidated later in November/December
 - 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
 - a. we have advertised for ~5 months on the website to find volunteers, without significant success; Julie has chased volunteers on Facebook (we believe) without success
 - b. a technical volunteer came forward but he is off to university in October and hence unsuitable as webmaster
 - c. One additional volunteer (non-technical) did come forward from the media campaign to help chase information and provide suitable content for the website; discussions will follow about introducing a sports and activities correspondent and this proposal will be discussed with the candidate later in November.
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.

The decision is under discussion and consideration by the Parish Council.

- b. Continually need more Newsroom stories:
 - April 2021 (19), May (24), June (20), July (24), August (16), Sept (18), Oct (16)
 - 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 (can fluctuate wildly due to robot scanning)

See separate sheet giving metrics for Jan2018>>present.
 Summary: **regularly getting >2,000 users visiting ~4,000 times each month**
Average of 2,264 unique IPs & 3,955 visits each month July-Sept
 - ii. Annual fall in usage (12 months to June 2021 vs 2020) is -6%
(caused by massive interest in Sandiway Surgery closure during Nov2019-Mar2020), but
 - iii. Quarterly rise (Q3 2021 vs Q3 2020) in visits by 28.7%.
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
 - iii. However significant problems executing "accordion" feature (used extensively in our website) and the current Calendar function under Joomla 4.
5. Separation for Village website and Parish Council website
- a. The request has been made to create a quite separate website for the Parish Council pages whose content will be maintained by the Parish Clerk. Hence a number of pages (eg "Parish Council", "Councillors", "Agenda & Minutes" and (probably) "Village Plan" and "Neighbourhood Plan" would migrate to the new website.
 - b. The new website would be built upon Joomla 4 which would allow WCAG 2.1 AA Compliance (see point 4).
 - c. The Village website, highlighted as a community requirement by the Village Plan, would continue in its current form, funded by the Parish Council, and continuing on Joomla 3 platform (until features updated to allow upgrade to Joomla 4).

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:	David

- ii. Heather has initiated contact with the local Facebook team – a 'Pin' of our website has been posted 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 (& PC)
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 December and reported back any problems, which will then be fixed – will be repeated every 3 months in 2022.

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 11th January 2022 at 8:00pm – hopefully face-to-face at Chester Road

Russell Smith: scribe