

Cuddington, Delamere Park and Sandiway Village Plan

Village Website Development Team meeting

Meeting: 8:00pm on Wednesday 26th February 2020 at 601 Chester Road, Sandiway

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 February 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 May 2020
 - b. Continually need more Newsroom stories: December (11+2), Jan (8+1), Feb (11+1)
 - more stories are starting to come in but we still need to chase more (see Action Log)
 - c. website 'operations manual' and 'technical manual' are both still incomplete:
 - 'technical manual' draft handed to Russ for validation/ comment.
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.**
 - ii. Annual growth in usage (12 months Feb19-Jan20):
Unique ID: **30%** Visits: **3%** (NB. Feb19 had Neighbourhood Plan peak)
4. David has now redirected users to the secure SSD (https://) domain and users no longer see the "Not secure" messaging. Need to continue to monitor usage since (http://) non-SSD domain is still receiving lots of visits (approx. 10% still – down from 50% in August), presumably since users have this old non-secure address bookmarked.
5. Website is virtually invisible to Bing and hence we have no presence when searched for within Edge or Internet Explorer, despite research & registrations performed by David – on-going actions necessary. Consideration being given to hand over to IT expert to analyse reasons – Russ to pursue.

6. To allocate work which is required:

- i. Blakemere: continue to improve information flow and validate existing data
- ii. Regular diary events (data from Round Tower, Blakemere, Village Hall, St Johns mag, Sports Clubs, etc) now updated to July2020; most Library events reinstated following reopening; repeating diary events need to be extended to July 2021 this coming quarter
- 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; following events promoted to be written up: Allotments, Phone Box usage, new Head Coach at Tennis Club;
Editorial leadership allocated for various topics:

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 February and reported back any problems, which have since been fixed – will be repeated in May
- vii. Form-filling input is being lost on Danebridge PPG and Bowling 'Contact Us' pages: need to remove form-filling input since https move has invalidated previous method – replace with invitation to email.

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:

None

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

Thursday 28th May at 8:00pm at Russ's house (601 Chester Road, Sandiway)

Russell Smith: scribe