

Cuddington, Delamere Park and Sandiway Village Plan

Village Website Development Team meeting

Meeting: 8:00pm on Tuesday 20th November 2019

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 October 2019 (by Jim on a rolling 3 month schedule and Russ by correcting and emailing entries where possible);
- next data validation exercise will be in February 2020
 - ii. Consider whether the website is meeting the needs of the Parish Council:
Jim & Russ had a 30 minute meeting with Chair and Clerk to Parish Council; outcome of the meeting was, in general, very positive with the following detailed feedback:
 1. we need to make an "Accessibility Statement" somewhere within the website (details provided)
 2. the Parish Council have assembled a "Communication & Media Policy" statement which applies to 'council members and employees' - they would like this policy statement to be published on the Parish Council page
 3. they indicated that the target audience for the website was (priority in brackets):
Local residents (very high), Local councillors (high),
CWaC councillors & staff (medium), Potential visitors (low)
General public (medium)
 4. Directory information: only section which could be dropped/ reduced is the "Businesses" section - we need to discuss (but our preference is to keep!)
 - b. One new section, accessed from the Home page, was discussed and agreed to be tested:
 - i. "Just moved to the village?" section, offering welcoming advice and information for new residents (eg GP surgeries, dentists, newspaper delivery, schooling,) - Heather agreed to prepare first draft;
 - c. Continually need more Newsroom stories: August(12+2), Sept (5+3), Oct (9+2), Nov (15)
- more stories are starting to come in but we still need to chase more
 - d. website 'operations manual' and 'technical manual' are both still outstanding

- e. 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 >3,000 times each month.**
 - ii. Annual growth in usage (12 months Nov-Oct):
Unique ID: **48%** Visits: **14%**
- f. 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. 20% still – down from 50% in August), presumably since users have this old non-secure address bookmarked.
- g. 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.
- h. 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; all Library events cancelled until “start February”
 - iii. News stories – need help with identification of news stories; following events promoted to be written up: new PCSO, new 40mph speed limit on Cuddington Lane, Blue Cap Xmas market, village Xmas tree @ St John’s, Neighbourhood Watch awards
 - iv. Short meeting with Chair & Clerk to Parish Council proved successful and should be repeated on annual basis (Sept 2020)
 - 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
 - vi. User testing & validation
 - Jim has been through most of website during October and reported back any problems, which have since been fixed – will be repeated in February
- i. 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.
 - ii. David is organising a village survey in December to monitor usage of two phone boxes which the PC has ‘adopted’; the online survey will terminate by passing user back to our website.

3. Any Other Business:

- a. Holiday cover agreed (from David) for Russ absence during 6 weeks starting on 2 Jan 2020.
- b. Agreed to publish the Minutes of these meetings on the website.

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

Wednesday 19th February at 8:00pm

Russell Smith: scribe