

Malmesbury Town Council – Full Council Meeting – 26th March 2019

Report 3

Proposal for updating the Malmesbury Town Website

1. Situation:

Malmesbury Town Council has previously agreed to update its website and allocated a budget of £3,000 to pay for upgrade work.

A working group comprising of Campbell Ritchie, Gary Darling- Parkes, Fran Vandelli, Paul Smith, Claire Mann (Deputy Town Clerk) and Ash Scott (representing Malmesbury Town Team) has reviewed the current functionality of the website and identified a number of improvements, which, if implemented, will bring the website up to date.

In summary these improvements include:

- An updated layout to bring the web site up to date, using the Joomla content management system (CMS).
- A more 'Signposted' navigation structure on the home page to get people to where they need to be in an engaging way as the site content and features are going to grow.
- A Diary of Malmesbury Events
- A calendar of Meeting Dates, which can include highlighting the Mayors diary
- An Instagram Image Feed
- A Volunteers' Needed Notice Board
- A Twitter Feed
- A tool to support Visually Impaired users (probably a magnifying glass feature such as <http://www.starplugins.com/cloudzoom>)
- A Room Booking Facility
- A Point of Sale Purchase Options (for online ticket sales and TIC product sales etc)
- A Newsletter Sign-Up facility with backend sending functionality
- Two hours of training for up to three users

Following a meeting and discussion, our current provider has provided a quote of £2,450 plus VAT to complete this work.

The Working Group consider that this quote represents very good value for money.

The Town Clerk has advised that in the circumstance where we have a current provider and the work is of a specialist nature we can proceed on the basis of this quote from our current provider if Council wish to accept this quote.

2. Proposal

That the quote from our current provider is accepted and the work to improve the Malmesbury Town Council website as identified by the working group and detailed above is completed and implemented as quickly as reasonably possible.

3. Financial Implications

Council has already reserved £3,000 for website upgrade work. The proposed work can therefore be met from within this reserve. Until the work is completed it would be prudent to maintain the balance of reserve as a contingency provision. Council should also reserve an appropriate amount of

annual income in future years to enable the website to be upgraded on average each three to five years.

4. Operational Implications

The improvements will improve the functionality and usefulness of the current site and will simplify some administration procedures, such as Town Hall room booking and newsletter database maintenance and online despatch. Training is included within the proposal. Implementing the improvements should therefore not result in an overall increase in administration or officer activity and with appropriate changes in existing processes (for example Town Hall room booking, meeting document management, and online newsletter database management, may allow some reductions to be achieved.

Campbell Ritchie
18th March 2019