

Report to Policy and Resources Committee 7<sup>th</sup> September 2022

Re: Town Council Website- Events, Groups and What's On

1) Purpose of the report

To discuss possible content and operating changes to the Town Council website. To seek agreement to contact our provider with a view to advising the committee of the options available and costs involved.

2) Background

A meeting was held by Cllr. Campbell Ritchie and Cllr. Kim Power early this year with many activity providers, organisations and group representatives to seek their opinion as to the efficacy of events co-ordination in the Town. Whilst many obviously advertise their own events, a very few contact the TIC and we publish our What's On Mailchimp email and paper copies, some of which is derived from what is on the website.

a) Feedback from the meeting was:

- i) Our website could be more useful, entries are very limited in number and include events from other places such as Devizes, Tetbury and the like, but is not comprehensive in covering the town or even the surrounding villages.
- ii) Our website could be more user friendly, and it is not intuitive. Currently it takes 5 clicks/ pages from the home page tab to get to the typed Mailchimp What's On and although a very few event posters are posted on the site, again these are limited. The feedback was also that there should be a clearer indication on the front page as to how to access the information.
- iii) It was also stated that Town Council events, whilst they are promoted in the newsfeed, disappear when new posts come along, and people find it difficult to see them, where they should be shown prominently on the front page either as a tab to their own page or in full on the front page.
- iv) It is a shame that there is not a main online source, given that most groups wish to avoid their events clashing with others, especially when they are big town events.

b) Ideas for consideration are:

- i) An online calendar. Options could be a more visual What's On tab on the home page, which would take you through to a calendar page with the events. You would click on the event and that would be a hyperlink through to details of the event itself.
- ii) A rolling What's On section on the front page, which could be scrolled through for future dates. This could have a picture/ graphic and a few words and then the ability to click on in for full details.
- iii) The ability for the information to be sorted by individual group.

- iv) Access authority for this one page of the website to be given to groups such as MLA, The Abbey, Museum, Carnival, Movies at Malmesbury (even though they have their own page) etc - all of whom have a programme of events, arts etc throughout the year. They can then upload their own information, at their own risk and also include details linking back to their own websites.
- v) Alternatively, everything or if option 2) iv) is considered then one offs and Town Hall/ Town Council events could still be input by the Office as it does now. Plus the Office could still send the information out by Mailchimp and could also print off the calendar in paper format for the TIC, the noticeboard and library, so that we are inclusive for those who cannot access online.
- vi) There should be the ability to 'hide' events from public view until such time as the group wish to start their publicity. However the information should still be accessible to staff and designated others, so that if asked by other groups, clashes can be avoided.

### 3) Financial implications and risks

- a) There are likely to be costs associated with revising the website and implications for training of staff and staff time. These costs are as yet unknown.
- b) There may be a risk involved if in the event non staff to were allowed to access and post on the website, but this risk would be minimal if access is only given to a small- contained area and to trusted individuals and this would be overseen by the office.

### 4) Proposal

- a) To seek agreement to contact our website provider with a view to advising the committee of the options available and costs involved to provide a type of centralised events calendar (interactive and linked to event descriptions) and an expanded What's On in line with the background and considerations mentioned in 2) and 3).

### 6) Recommendations

Members are requested to consider and agree the proposal.

Cllr. K. Power 7<sup>th</sup> September 2022