

Report to Policy and Resources Committee 7th December 2022

Re: Town Council Website

1) Purpose of the report

To report on findings so far of the working party in respect of operating changes to the Town Council website and to seek budget to be allocated for 2023-24.

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) The current website has been in place for some time and our initial and unanimous working party conclusions are that we consider that updates and/or improvements to the website or in fact a new website, will be needed. This is due to items mentioned in 2a) but also there are discrepancies with the presentation of the website on phones, where items are displaced, for example the Malmesbury Against Plastic Logo and some Councillor details.
- c) The website itself needs to allow information to be accessed more easily and intuitively by residents and others.
- d) Whilst solutions to these requirements are still being identified in detail, it is clear that budget must be available during the forthcoming financial year to accomplish these improvements.

3) Financial implications and risks

- a) A budget must be set aside to allow this work to be accomplished. It is anticipated that the amount required will be up to £5,000.
- b) There may be longer term costs associated training of staff and staff time. These costs are as yet unknown.

4) Proposal

- a) To report the initial findings of the working party, which is that work is required to the website and to seek agreement of this in principle from the committee.
- b) Thereafter to seek agreement to allocate £5,000 in the budget 2023 – 2024, under Policy and Resources Committee, to fund this future work once agreed.

6) Recommendations

Members are requested to consider and agree the proposals.

Cllr. K. Power 25th November 2022

Working Party Members- Cllrs. D'Arcy, Power, Ritchie and Wood