

Review of WUPPC website

Summary of questionnaire findings and recommendations

Thank you to everyone who responded. Below is a consolidation of the main thrust of the comments made rather than a verbatim list of responses. I have taken the liberty of adding suggested actions against each area to move things forward.

One response asked the very valid question: '*what is the core purpose of the website?*'. Is it solely to inform parishioners about the work of the PC, or is it more than that? There is a risk that if we try to make it more news focused and less dry, we run the risk of turning it into another copy of the Weston News.

Any development of the site should certainly be informed by the PC's view of the website's purpose and (in my opinion) any changes should be done in sympathy with Weston News rather than any attempt to replicate what they do and vice versa.

Attributes of the website that are liked and should be retained

It is easy to find the site on the internet, is fairly easy to navigate and has a fresh clean appearance. The new accessibility functionality is good.

Use of photographs to highlight aspects of the village and completed PC projects is good – as long as they are up to date. But we could have more (see later).

It is good that there is an opportunity for people to subscribe to a newsletter and updates, although we are not sure that any are produced! We also need to bear in mind the potential overlap with Weston News mentioned earlier.

Most content is included as either a web page or a pdf. All content should be in one of these forms to maximise accessibility.

ACTIONS: Collate more up-to-date photos of the village and update them onto the site, possibly using a gallery type approach to avoid making the site cumbersome and cluttered. Adrian is happy to work on this but would welcome support from others.

PC to consider further the role of the website in news propagation and how this works in concert with other entities.

Nick and Adrian to replace any non pdf / web page content with the right format to comply with our own web standards.

Attributes of the website that could be improved

Make the general site navigation less cumbersome and the main content more newsworthy / less administrative to encourage wider use. Check that links lead to the right places and are relevant and that there are no dead ends and check for typographical errors (GRDP Polices for example).

There is an 'About' Section which contains various information rather than the usual 'About us' information of an organisation. This could be improved as part of a restructure. Some of the page names are not very helpful and these too could be updated / reorganised as part of a review of structure and content.

There are some items of an administrative nature which may not need to be stored on the website although any policy agreed by the PC needs to be available. This needs consideration as (a) we may have to have such items accessible on the site and (b) some members may use this as a reference library for

such matters from time to time. If only (b) we could implement a 'members' zone' which would only be accessible to members for these types of information.

Better grouping / naming of information would make the site easier to use, particularly with reference to policy documents and meeting information. Consideration should also be given to what happens when links are clicked – i.e. initiating a download, opening a new page, opening a new tab, exiting the website to an external source etc.. Some careful planning and consistency on design will achieve this.

A new section should be added on rights of way with walks, maps etc.

Search capability across the site should also be checked so that all content is searchable.

The process of administering the site is not as efficient as it could be. Sharing administrative and authorship duties may help, along with changing the way we post some information.

We should have a way of analysing who visits the site, how long they stay, what they look at etc. (analytics).

It is good that there is a comments section, but it should be possible for people to make their comment anonymous if desired.

ACTIONS: Nick and Adrian to work on design, structure and content of the website to make it more 'inviting' to the occasional user and easy to use for anyone looking for specific information. This will of necessity be an evolutionary piece of work and we should aim to have most of the work done by September. This will also involve not making the site look too static, so that changes from the last time someone may have visited can be easily identified.

Nick to advise what needs to be in the public domain on the website and if there are some items which are for members only, Adrian and Nick to explore the viability for setting up such a facility.

Nick to explore search capabilities with the website supplier to ensure all site content is searchable.

Nick to correct the link from 'How do we protect your data' which takes you to Newsletter subscription.

Adrian and Nick to look at making site administration more efficient and effective and wider participation in content creation.

Analytics capability to be added (already noted and will be implemented as part of any changes).

Include an option to make a comment anonymously. If this is abused, we cannot allow the comment to be posted as all comments are moderated before they are publicly viewable.

Opportunities to improve the information provided on the website

We should be using the website to highlight some of the excellent work being undertaken by the PC, for example the traffic calming project, the work underway on footpaths and the recent litter-picking initiative.

Information going back at least 5 years is on the website. If there is no regulatory reason to retain these data, they should be archived. If they must remain public on the site, then we should have an archived documents area and keep it updated from time to time.

Links to Pothole reporting, Public Rights of Way, the Countryside Code and the Weston News for example should be clearly accessible from within the site.

We should have a 'Community News' page where local events could be advertised. This could be in partnership with Weston News and / or linked with their website.

ACTIONS: Nick to check on any regulation of providing information to the public e.g. minutes, past planning applications. Once the regulatory position is understood, a proposal on archiving of documents from the website should be produced by the FAC group.

Nick and Adrian to consider having a 'Current Projects' section as part of the restructuring of the site and encourage Councillors responsible to provide pithy, ideally photograph supported content for inclusion.

Links to external sites to be checked, updated and made prominent as part of the structure and content work.

Personal data of Councillors to be shared on the website

Whilst there was a variety of views, the majority feeling is that we should include Name, Subgroup memberships and a photograph of each Councillor. Unless a WUPPC email address can be provided to Councillors, personal contact details should not be shared, and all communication should be directed to the Clerk or made through the contact section on the website.

ACTIONS: Nick to update the website with subgroup memberships.

All to provide a head and shoulders photo to Nick for use on the website (if you need help with this let Adrian know and he will help you sort a photograph).

(possibly) Nick to investigate if email addresses can be provided at no additional cost but, this will take considerable thought about archive records when Councillors retire. I would not advocate having WUPPC email accounts.

Summary

Hopefully, everyone can see their contribution somewhere in this report, albeit possibly combined with similar views.

My proposal is that we adopt this report, get on with the zero-cost changes and that the FAC look at what costs may be involved in implementing proposed actions requiring expenditure and bring back to the PC a plan for that expenditure once known.

Adrian Bagg

June 2020