

Town Council Website

To provide an update on the Town Council website

Recommendation:

1. To note the report.

	Yes	No
Does the decision involve new expenditure?	Yes	
Is there an existing budget for the proposed expenditure (insert code)	4106	
What procurement level is required?	TBC	
Are there equalities impacts / an equalities assessment required?		No
Does this require a full council decision? (Reports for full council decision should still be sent to the relevant committee where possible.)	Dependent on cost	
Is there a background paper or papers? (provide links below).		No

1. Officers looked at other Town Council websites as part of a benchmarking exercise to see what improvements could be made to the Berwick Town Council website. Alnwick <https://alnwick-tc.gov.uk/> is a good example of limiting information and effective use of icons on a landing page. This could be simplified further to highlight services we provide.
2. There are many changes to make but some example ones for the landing page include:
 - Simplifying it so it is one desktop screen – ie no scrolling. This would also need to be optimised for phones. This could be achieved by highlighting the services we provide with clear icons. This should be the focus.
 - The images for visitors and residents which can be clicked on for information can go as you can access this information from top-level drop-down menus already.
 - We have too much information that can be found elsewhere and could condense into a page of useful links. We don't need much visitor information as can link to visitberwick/tourist information/buses. Another positive from that would be that they have up to date information so we would not have to constantly update it ourselves.
 - Take off the contact section at the bottom of each page – people can contact us by phone/email/Facebook which can be listed. This also greatly reduces spam.
3. In general, there is far too much information that could easily be removed – we don't need to provide all past meeting minutes/documents – these could be requested if needed as we have it all on the system here.
4. Officers discussed changes to the website hierarchy – thoughts on that are attached. The top level in red is what would be along the top of the page.
5. The Administrative Officer has contacted our website provider – Widescope - to see if they would be able to implement changes we might need. They are looking at initial costings. The Administrative Officer does have some website experience so could implement lower-level changes. Officers recommend using current provider as we would risk losing the domain name if we went elsewhere. <https://www.widescope.net/web-development>

Issues arising from proposal

None.

Rationale for recommendation

Not applicable.