

## **OTTERY ST MARY – WEBSITE BRIEF (JANUARY 2019)**

### **OBJECTIVES OF A NEW WEBSITE:**

- To identify and establish Ottery St Mary Town Council (‘the Council’) and its website as an informative and respected leader working for the community
- To have a website which can be easily viewed via a mobile or tablet
- To integrate the current Information Centre website with the Council website and to increase the profile of the Information Centre
- To ensure that the look and feel of the Council website ties in with the colour of the logo so that it starts to get recognition in the Town.
- To drive residents/the public to use the website as an information tool, whilst making it easier for them to navigate and for the whole site to be user friendly.
- To produce a website which can easily be added to and updated, not only for the present but as an investment for the future

### **TARGET MARKET:**

To target anyone who is part of the Ottery St Mary community and requires local council and visitor information, but in particular:

- Residents of all ages
- Businesses
- Community Groups
- Other Local Councils
- Visitors to Ottery St Mary

### **BACKGROUND:**

It was agreed by Council Members to look into the current website and therefore a Working Group has been set up to address this.

The Council is the central point of information for the Town and as such has not had a huge or positive local profile to date and most residents have not used the website as a provider of local information.

With the welcoming relaunch of the Ottery Gazette, the Council’s activities and projects have been more highly publicised over the last year or so but the website should enhance this and the two should dovetail in information updates.

On the current website, updates are carried out in-house but this is only to a limited point due to the constraints of the current system. However, it also now looks very dated and extremely copy heavy. Although office staff have been working hard on this by adding more pictures and less text, there is a limit on how it can be improved, without upgrading it or producing a new one.

None of the current website appears to be optimized for viewing on a mobile or tablet. It is important to make sure the content is optimized for a wide range of devices as a growing percentage of web browsing is done on phones and tablets.

The Council needs to have a Social Media presence and Twitter has been identified as the preferred platform. Twitter is a more favourable option than Facebook as it has the ability to send instant and important updates, including retweeting of Police, DCC, EDDC, local news and traffic information. Creation of a Twitter Page dedicated to the Council, will drive people to the website where more detailed information on all Council business can be found. This should all be in line with the Council’s Social Media & Communications Policy.

Everything the Council does, needs to drive people to the new website, ie through Twitter and the Gazette etc and if it is not promoted properly then there is no point in having one.

## **OVERALL LOOK AND FEEL**

Currently with regard to branding, the Council only has its logo which is blue and white.

The website should pull out the colours of the logo. It needs to be a useful information tool and reflect the branding which needs to be clear, concise and clean. The copy needs to be targeted to the customers' needs, whilst being user friendly and easy to navigate through each of the click throughs/boxes/icons.

It needs to be simple for the user and make them feel positive towards the Council, therefore resulting in more enquiries, whilst also becoming a useful information tool for both residents, businesses etc.

The current website has two sections to each page, one on the left and the main part on the right which is confusing for the user on where to navigate to. This should be reduced to one index section, probably at the top, as any user with a small screen can then see it at the top of the page immediately. These sections could then have drop down sections under each, or otherwise boxes on the homepage.

## **PROPOSED SITE PLAN**

### **Home Page**

General Information

Town Map

Meeting Dates

Twitter Live Feed

News Link to that particular page

A search box

Logos (these should appear on every page at the bottom)

### **The Council**

Meetings

Planning

Policies

Transparency Code

Councillors and Office Staff

Neighbourhood Plan

Regeneration

### **Services**

Allotments

Cemetery

Room Hire

Sports Facilities

### **Visitor Information**

General Information

What's On/Events Calendar

Stay & Eat

Travel

Shops/Businesses

Leisure (ie Walks)

## **News**

News Updates

## **Community**

Clubs & Societies

Adult Education (ie Spanish & French Lessons)

## **Contact**

Email

Telephone

Post

Enquiry Form

Map/Directions to office

## **POINTS TO NOTE**

The Public Sector Bodies (Websites and Mobile Applications) Accessibility Regulations 2018 came into force for public sector bodies on 23 September 2018 and the proposed new website or mobile app must be more accessible by making it 'perceivable, operable, understandable and robust'.

New websites must usually be fully accessible and meet the WCAG 2.1 AA standard.

A new website must meet the standards by 23 September 2019.

## **SUMMARY**

The website needs to look more professional and provide up to date representation of the Council and perceive it as a positive body for the Town. The current website has worked well up to now but it is looking very dated.

The customers/residents' needs are the main priority at all time.

It needs to have a Twitter presence and be seen from mobiles and tablets.

Search Optimisation needs to be taken into account so that it comes high up on Google rankings.

It needs to ensure updates can be made simply and quickly and so that it can be monitored when errors may occur.

The `News` sections need to be more prominent, made more of a priority and needs regular and on-going updates to be made.

It must meet the Public Sector Bodies (Websites and Mobile Applications) Accessibility Regulations 2018 which came into force on 23 September 2018.

It is important to make the investment in a new website now which can be used for the next few years and will cover all foreseeable add-ons, including external programmes such as Survey Monkey.

Within local authority compliancy - see link below:

<https://www.gov.uk/government/publications/naming-and-registering-government-websites/local-government-naming-and-registering-websites>

Ottery St Mary Town Council (‘The Council’) has a duty under Best Value legislation (introduced in April 2000) as laid down by Part 1 of the Local Government Act 1999 to fundamentally review its services and make arrangements to ensure continuous improvement having regard to economy, efficiency and effectiveness. The Council recognises that effective procurement is at the heart of Best Value and that the Best Value review process will help deliver its commitment to provide the best possible services for the people of Ottery St Mary Town Council

Proposal to include all costs, ie hosting, maintenance, updates and annual retainer