

Stratfield Mortimer Parish Council

Finance and General Purposes 07/12/2021

Neighbourhood Plan Website

Agenda item 21/047 4. To Resolve to contract with I-Next for £750 to deliver a Neighbourhood Plan web site and its hosting as per the recommendation of the Neighbourhood Plan Steering Group.

BACKGROUND

The Neighbourhood (Development) Plan (“Plan”) refresh needs an appropriate web site/presence to assist its public communications. A Plan-specific web site was created for the 2017 Plan and run by members of the steering group. Whilst that site could perhaps be updated to support the Plan refresh, investigations by the steering group lead them to recommend the creation of a new web site that will, unlike the previous/existing:

- be similar in style and function to the recently launched new parish council site.
- be easily accessible both from the council site and directly.
- contain a simple and relevant structure to convey the relevant information*
- be easy for the office and/or steering group members to update.
- meets the (same) accessibility requirements as the council web site.
- comes with technical support.

*whilst the old site contained the relevant information, the proposal makes the presentation simpler, aligns the appearance with the parish council site whilst meeting accessibility requirements.

We’ve briefed I-Next (only), who are the current parish council site provider, with requirements gathered primarily within the steering group by Cllrs Morsley and Carter.

I-Next have responded proposing a “micro site”, accessible both from the parish council web site, to meet the above summary (and below detailed) requirements at a cost of £750. The steering group seeks council agreement to this expenditure.

Details

The Neighbourhood Plan (Plan) web site will be created as a “micro” site on the same server as the main parish council site, such that there is no additional hosting cost. This means that visitors to the parish council web site will be able to access the new Neighbourhood Plan site either from it (via a link/button) or directly to the Plan micro site and the general appearance and navigation of the two will be consistent. That Plan site will have its own internet address (URL), proposed to be <https://neighbourhoodplan.stratfield->

mortimer.gov.uk.

Plan and parish council site visitors can easily switch to the other site as they wish. Web site visitors to the parish council site will see a fairly seamless switch between the sites and are expected only to notice any deliberate changes of branding (colours/images/logo). To all intents and purposes the Plan has its own web presence, but the relationship with the parish council presence is logical and complimentary.

Information will be published on the Plan site by members of the Plan team (nominated by the steering group) and The Clerk/Assistant. A simple publication process will be created aimed at ensuring concise, clear and agreed messages are published.

The draft site contents are expected to include:

Section	Summary/comment
"landing" page	Introduction and summary of what the Plan entails with image(s) and Plan related news announcements.
Consultation exhibits	documents that we want public feedback on, generally linked to an associated survey, indexed and with version/status (e.g. "in consultation", "examiner review", "pending approval", "approved").
Consultation results	to include answers to public feedback and what we are doing/not doing about it.
Events	calendar of our meetings and public events.
Who's who/contact	who's who in the steering group, including areas of focus and contact info.
Evidence base/exhibits	Indexed documents/links to information that supports the Plan

This approach, agreed by our proposed supplier has the additional benefits of:

- making use of our existing investment (rather than creating a site afresh)
- enabling simple document publication/update by users (that is similar to that of the council site)
- flexibility to structure the site in the way needed and preserve the stored information for the same period as the main site
- leave the current council site isolated from the changes needed to create the Plan site.

- The same support process as in place for the main site

The supplier will advise on site structure to make administration as simple as possible.

The work required comprises one-off, chargeable work from I-NEXT (£750) and training, advice, done as goodwill, in the evenings as a parishioner committed to the Plan.

Note: The approach to social media (Facebook, Twitter, Instagram) is not covered in this paper because it is yet to be finalized by the steering group. We expect to progress this at the January meeting – broadly using the parish council Facebook for Plan comms, maintaining cross posting on the old Plan specific Facebook page, and adding Twitter and Instagram presence, which if agreed, is not expected to require expenditure.

Recommendation

Approve placing an order on I-Next to create a Plan web presence in accordance with our requirements and their emailed response, for £750, with the relevant steering group members liaising with the supplier on the implement