

# STRONGER COMMUNITIES COMMITTEE

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**Date:** Monday, 18 March 2024

**Title:** Communications Report

**Contact Officer:** Communications & Community Engagement Officer - Polly Inness

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## Background

The report provides an update on current communications.

A revision of the website and a change to a .gov or similar template has been investigated following a previous resolution of this committee to host a website in this format. Many of the external web providers approached failed to respond. Officers have recently been given a quote to transfer its site.

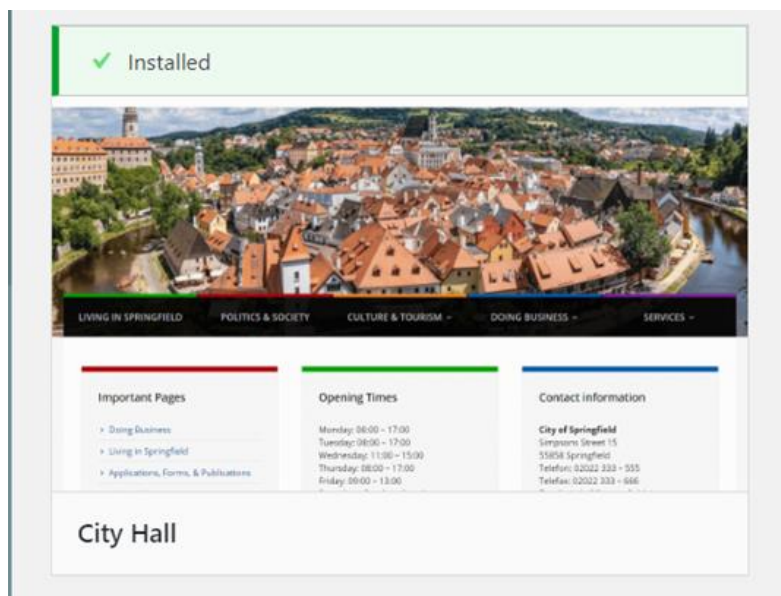
## Current Situation

The quote came in at in excess of £12,000 for just the basic transfer with additional costs for hosting and maintenance etc.

## Website

With another, larger local authority being lambasted in the press for a £9k front page website redevelopment and knowing the intense scrutiny on Council budgets, it is possible that officers could now (with additional staff resources available) look at a new template that has a similar appearance and update the site internally.

A sample template that looks suitable and emulates a .gov style is shown here.



Officers could use this exercise as an opportunity to pare down superfluous pages and perhaps add some badly needed new ones such as a biodiversity page and ensure that all pages are updated and refreshed, with a calendarised schedule for ongoing web audits and updates.

### **Survey**

Completed surveys are starting to arrive and there are interesting comments that it might be useful to address as they come in rather than as a 'You Said' We did' article long after the event, although officers can still do that to as that demonstrates how it actions points raised. It just might be good to identify some of the issues people are raising and offer a response where reasonable.

### **Digital Signage**

The Digital Signage has been in use for almost six months now and feedback suggests that it is very well received and a valuable source of information. It might be useful to see if officers are able to find an internal shade/awning of some kind to prevent reflection from the sun on the window during the summer and autumn months as this makes the screen much harder to read through the window.

### **Environmental impact**

Having declared a Climate Change Emergency at its Council meeting on 26 June 2019 – with this in mind Councillors should have due regard to the environmental impact of any decisions they make with regard to its facilities and services it operates. There are no implications above.

### **Risk**

In decision making Councillors should give consideration to any risks to the Council and any action it can take to limit or negate its liability.

### **Financial implications**

- The cost of the website upgrade £12,000+ if chosen over a new theme
- There is no cost for adopting a new website theme
- Potential cost of a shade for the reception window signage. There is currently no budget for this, so officers will need to explore further, if agreeable.

### **Recommendations**

Members are invited to note the report and consider the following:

1. Whether the new web site theme should be trialled internally and,
2. Whether officers should research an anti-reflective shade for the reception window digital signage.