Community and Town Promotion Committee: 2nd February 2018

Report for Agenda Item 9: Project Plan to update the MTC website

Introduction:

A budget of £3,000 has been agreed in FY 2018-2019 to update the MTC website. This was based on the following submission after our discussion at our meeting on 2nd November 2017:

> It is four years since the Town Council website received significant attention and an overhaul/ update is now due. We should make this an opportunity to review and, where appropriate, develop the role and functionality of the site, which would include taking account of other developments in recent years including, for example, the role of the Discover Malmesbury website and its relationship with the MTC website, and the developing role of social media.

> It is also clear from Wiltshire County Council's strategy for the next 10 years that the encouragement and facilitation of volunteering in partnership with Town and Parish councils is a key objective. We would therefore propose to include within our update the development and launch of a new community volunteering enablement tool.

> The estimated capital cost of the upgrade, including the volunteering tool, is £3,000. It should be noted that this project could be suitable for Area Board support and an application for funding for this project should therefore be part of our plan.

> We propose to undertake and complete this project in FY 2018/2019.

This report contains a proposed project plan, for which agreement of T&PC is now sought.

MTC Website Update – Proposed Project Plan

1. Agree a Project Team. It is suggested this includes 2 or 3 councillors (one of whom is designated chair/ project leader), a member of the Town Team and a relevant member of MTC staff as identified by the Town Clerk. The Project Team may invite others to join it or contribute to its work on a voluntary basis, for example, web site or marketing specialists. This project team then to:

2. Review the current website to confirm current scope and content. Identify the current resource and time being spent (staff and voluntary) on maintaining the current site.

3. Review a cross-section of websites operated by other comparable Town Councils to identify approaches and ideas that may be relevant for MTC.

4. Review other websites providing information about Malmesbury and identify potential synergies. A particular requirement is to identify how the MTC and Discovery Malmesbury sites could or should collaborate or specialise and how this might be taken into account in the update of the MTC site, if at all.

5. Identify the objectives/ deliverables the MTC site should meet in the future and produce a summary of the changes required to deliver these objectives/ deliverables. Scope implementation and future maintenance requirements and costs to deliver them. Identify opportunities for external funding for some or all of this project (and particularly if costs are likely to exceed the £3,000 budgeted). Include in this identification phase the benefits, practicability and costs of introducing

and maintaining a volunteer board and an online Town Hall booking facility as a deliverable. It is expected this point will be reached by July 2018.

6. Consider testing these objectives/ deliverables and implementation plan with a cross-section of residents or by use of social media etc. before finalising. If testing is agreed, undertake this testing and evaluate feedback.

7. Share and get agreement to the final proposals and plan in 5. with C&TP and Council. It is expected this point will be reached by October 2018.

8. Obtain formal quotes for the final proposals and plan in 6. Implement, communicate and operate. It is expected the update will be implemented by February 2019.

Councillors are asked to approve this project plan and, if required, to identify MTC participants in the Project Team.

Campbell Ritchie