



NEW WEBSITE

TOWN COUNCIL MEETING

REPORT 4/22

10 JANUARY 2022

The purpose of this Report is to inform Members of progress to date in the development of the Town Council's new web site.

No. DETAILS.

1) BACKGROUND

- a) The Working Group met virtually on Monday 20 December.
 - b) The Town Council's Business Development Officer is in regular contact with Zonkey Solutions.
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2) PROGRESS TO DATE

Councillor Ian Bond, the Working Group's Chair, has provided a summary report on progress to date for this meeting that is attached to this Report.

VTC New Website Project: Working Group update

1. Zonkey

A good working relationship with Zonkey has been established by our staff. The agreed 50% payment of the contract fee has been made (the balance is payable on completion).

2. Timescale

Reflecting the Council's decision to launch "early in 2022", the Group is aiming for March. It will be easy to add new pages later – so not all content needs to be ready for March, provided the new site meets the core requirements of a town council site, and all of the legal obligations, at launch.

3. Logo and colour scheme

The Group proposes to use the existing blue 'Hygeia' logo on the site, and intends to review possible colour schemes as suggested by Zonkey (to meet the accessibility rules). These are likely to be based either on blue from the logo or a neutral colour, such as grey, with highlights in blue.

4. Photographs

We are already building a collection of good high-quality photos. Anyone willing to share photos of the town that might be usable is invited to contribute them (photographers will be credited). Any photo including recognisable individuals does need their written consent before we can use it.

5. Sitemap

We have produced a draft sitemap (or content plan) that is being discussed with Zonkey. Site pages are likely to fall under four principal headings:

- Council (powers, meetings, wards, councillors, staff, policies, transparency code items, etc.)
- Services (details of TC services and links to IOWC and other providers)
- Visit Ventnor (information about visiting Ventnor, local events, etc.)
- Community (town history and profile, community groups and activities)

In addition to a news feed of topical items, and the required formal content (accessibility statement, data protection etc.) including contact details for the council.

The Group suggests that producing the 'Council' and 'Visitor' pages should have priority over the 'Services' and 'Community' ones.

6. Miscellaneous

We need to evaluate the pros and cons of moving to a .gov domain. It would be useful for members to consider the priority it wishes the council to give to an actively managed website.

7. Future meetings

The Group has agreed to meet every three weeks or so, to review progress.