



TODMORDEN TOWN COUNCIL REPORT TO THE EMERGENCY COMMITTEE

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Date	6th May 2020
SUBJECT	Web Site

PURPOSE:

1. To seek Member approval that a new Web Site be developed.
2. To recommend that a “task and finish” working group be established to enable this project to be delivered in a timely manner.
3. To delegate management of this project to the Town Clerk including appointment of the provider within an overall budget figure of £1500.

BACKGROUND:

4. The Town Council Web Site does not currently offer flexibility in terms of content management and structure to enable key area of information exchange and use as a promotional vehicle for the work the Town Council does.
5. There is a need to be more transparent in making available information for the public to access, including copies of All Council/Committee meeting papers, Governance documents as well as the opportunity for the Town Council to tell Todmorden residents about what they do and the work of the outside bodies that we have representation on. See Appendices 1 and 2 for structure, content and design principles.
6. The platform for this web site will be Word Press. This will enable us to have control over content management and in doing so save costs by being able to undertake the majority of amends in house.
7. The web site will include Social Media. A Communications and Media Policy and Style Guidance will need to be developed in order to introduce consistent appearance for all Council publications, press releases, and provide guidance for Members for involvement in use of Council related Social Media.

FINANCIAL IMPLICATIONS:

8. There is provision of £3,000 in the budget under the heading “Corporate Image”.
9. The initial cost of developing the web site is estimated at up to £1,500 to put together the core need, including initial staff training.
10. The residual budget of £1500 will be utilised towards other corporate publications that promote the work of the Town Council.

RECOMMENDATION:

11. That Members of the Emergency Committee agree to the commissioning of a new Web Site.
12. That a working group of four labour and two other councillors be established to take this forward in association with the Town Clerk on a task and finish basis.
13. That the Town Clerk be authorised to contract for development of this Web Site within the agreed budget of £1,500.

REASON FOR RECOMMENDATION:

14. To ensure Members are in agreement to this major communications change, are actively involved and have the opportunity to influence this key means of communicating what the Town Council does.

SUMMARY OF KEY POINTS:

15. The process of content management of the existing Web Site relies on external assistance, involves additional cost, does not allow flexibility in increasing content and does not enable the level of transparency required of the Town Council.
16. Designing a new web site provides the opportunity to include more about Todmorden and its strong spirit of community and Member involvement within that community, whilst also enabling the Town Council to be more transparent in its provision of information from both a Governance and Reporting standpoint.

POLICY IMPLICATIONS:

17. There will be a need to develop a Communications and Media Policy and Style Guide

DETAILS OF CONSULTATION:

18. None

SUPPORTING PAPERS:

- Appendix 1 – Outline Content structure
- Appendix 2 - Principles of design- Todmorden Town Council Web Site

FURTHER INFORMATION, PLEASE CONTACT: Colin Hill