

**NAILSWORTH TOWN COUNCIL  
COMMUNICATIONS COMMITTEE  
Minutes of a meeting held on 15 November 2010**

Present	Cllr I D Crawley (chairman) Cllr J A Byrne Cllr Mrs S Thorpe
Apologies	Mrs C de Lacroix Mr Bruce Burn Cllr S Robinson
non attendance	Cllr M Robinson

Cllr Crawley thanked Mr Burn for attending and explained that the committee had taken on responsibility for the town website and wished to look at how it was composed and how to manage it.

Mr Burn explained that the website was incepted four years ago under the then mayor Sue Reed but it had then been left to him as to how it was put together and presented, with new or revised copy being put forward periodically from various sources. Mr Burn had prepared a list of questions for Cllrs to consider. Complaints had been made about the lateness of publishing council minutes, but it was accepted that these had to be approved at the following month's meeting.

**Comments about the current site and possible improvements were:**

- Huge front page, too cluttered, too many old documents
- Cllrs' individual résumés, should be restricted to photo, contact details and committee membership, ie. remove personal profiles.
- Mr Burn advised that there was no problem in keeping old documents, such as past committee minutes, but the layout needed to be better structured – introduce a 'Document Archive' heading for documents over ?one month old.
- A new structure would require a new design
- Malmesbury TC's site was a good example with a brief history of the town and couple of photos as a front page
- Members needed to decide the purpose of the site and council's obligations on what had to be published
- Thought should be given to how different pages link up
- A 'news' facility – for providing information on the latest town event, etc. Christkindl, which is currently not mentioned anywhere on the site
- Have a set of headings along the top with drop down lists
- Include Grant application form
- Include "Mayor's chat" from NN each month
- Show links to other sites by subject rather than as a whole separate page.
- Explain council & committee responsibilities
- Council projects, eg. 10:10 pledge; energy savings
- Budget & Precept
- ?Draft minutes – (see STC who only publish draft minutes); can be shown with 'draft' watermark. Dangerous idea as once in public domain, might be awkward to correct meaning or intent later
- Separate page for Arkell CCCT

- Mr Burn advised that his cost for maintaining the site over the last year was in the region of £600.
- The cost of reorganising the site could be estimated once Cllrs had decided on how they wanted it to be.
- There were 35 pages currently in the site.
- Colour to be the clearest, ie black print on white background, using arial font
- The heading to appear on each page and the space to be centred to fit the smallest screen so that the full page width could be seen in one go. (1024x768)
- Cllr Mrs Thorpe raised the need to be accessible to the disabled and sight impaired, but users could adjust their own computers to enlarge type etc.
- Remove duplicate list of link pages at the bottom of the front page
- ?Remove stuff that's over one year old – or move to archive 'drawer'
- It would cost £60 p.a. to have council's own server space, so that one can access the number of viewings per page to gauge which are popular or not for future modifications
- Cllrs could have separate council emails, and the website address could be changed to @nailsworth.gov.uk instead of @nailsworthtown.– can keep both running simultaneously until the new address is known

Cllr Crawley proposed to write a draft report for council and Mrs de Lacroix would prepare a draft heading + drop down list for neater cataloguing the contents of the website.

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Chairman

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Date

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