

WINCHESTER TOWN FORUM

8 JUNE 2011

TOWN FORUM WEBSITE

REPORT OF HEAD OF CORPORATE COMMUNICATIONS

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RECENT REFERENCES:

[WTF155](#) – Publicity Arrangements for the Forum – 23 March 2011

EXECUTIVE SUMMARY:

Following the suggestion that the Town Forum should have its own website the following option is available.

The Town Forum could have its own website hosted by the City Council, and built using our existing Community Master Content Management System (currently used to provide sites such as Guildhall Winchester and the WDSP). This would save costs being incurred from procuring a separate system and would also be supported by the Council's Communications Team and IMT.

If this option was taken forward it would be important to ensure that the content was regularly updated and there was a clear input from Town Councillors to publicise events and opportunities across the six wards. To enable this to happen it is recommended that support of an average of half a day a week be provided to update information, gather content, and manage links and developments.

Content should include the following as a minimum:

- News
- Relevant Committee details
- What's On
- Town information
- Ward maps and information including a list of Councillors and contacts
- Clubs and societies
- Consultations

A basic package could be provided for approximately £3,500 in the first year

including, design, development, hosting and support. Once set up, the costs would be reduced to the admin support and hosting costs of around £2,500.

If further developments or more interactive features were required then further funding would be necessary, and would have to be costed according to exact specifications.

If this is agreed to be taken forward, then further work can be done with the Chair of the Town Forum or another lead member to develop some proposals for approval by the wider group later in the summer.

#### RECOMMENDATION:

That the Forum consider how it wishes to proceed with the proposed website.

#### OTHER CONSIDERATIONS:

##### 1 SUSTAINABLE COMMUNITY STRATEGY AND CHANGE PLANS (RELEVANCE TO):

- 1.1 The proposals are intended to reinforce the Council's practices as an Efficient and Effective Council.

##### 2 RESOURCE IMPLICATIONS:

- 2.1 In all cases, any costs arising from these proposals would need to be charged to the Town Account and the Town Forum would need to set a budget to cover the costs arising. Although the Town Account is in many ways treated in a similar way to a Parish or Town Council it is treated as part of the District for Council Tax capping purposes. Therefore any changes to the total Town Account Budget that would require an increase in its "precept" would be subject to approval as part of the overall total District Budget considerations.
- 2.2 Alternatively if costs could be contained within the total expenditure budget for the Town Account for example by virement, this would avoid the capping considerations.

##### 3 RISK MANAGEMENT ISSUES

- 3.1 None.

#### BACKGROUND DOCUMENTS:

None

#### APPENDICES:

None