



**REPORT TO:** COMMUNITY ENGAGEMENT GROUP 5 NOVEMBER 2009

**SUBJECT:** COMMUNITY PLANNING WEBSITE CONTENT MANAGEMENT GUIDANCE AND CONTENT PROVIDERS

**BY:** MORAY COUNCIL - CORPORATE POLICY UNIT MANAGER

## **1. REASON FOR REPORT**

- 1.1 The reason for this report is to update members of the Community Engagement Group on the status of the Community Planning website.

## **2. RECOMMENDATION**

- 2.1 **It is recommended that the Community Engagement Group note the progress of the Community Planning Website and agree to the website being reported to strategic groups as required, not as a standing item.**

## **3. BACKGROUND**

- 3.1 At the meeting of the Community Engagement Group on 23 April 2009, the Group considered initial feedback on the revamped Community Planning Website ([www.yourmoray.org.uk](http://www.yourmoray.org.uk)) following its relaunch in November 2008.

- 3.2 Following consideration the Community Engagement Group agreed to:
- (i) approve recommended actions to be implemented as a result of the feedback to encourage greater “buy-in” to the website at a strategic level and promote the importance of the website throughout the partnership; and
  - (ii) Recommend to the Community Planning Board that all theme groups should have a standing item regarding the website so that partners take ownership of the website jointly.

- 3.3 A report was then submitted to the Community Planning Board on 7 May 2009 asking the Board to support the Community Engagement Group in prioritising greater use of the website and addressing some areas of concerns around the current information. Following consideration the Board agreed to:
- (i) support the Community Engagement Group in promoting greater use of the Community Planning website as a key information sharing and publicity resource for the Partnership;
  - (ii) note the actions to be taken to address the issues of information gaps and outdated information on the Community Planning website, notably in relation to the Theme Groups;
  - (iii) endorse the recommendation of the Community Engagement Group that the Community Planning website is a standing item on future Theme Group meeting agendas
  - (iv) Send a letter from Board to theme groups to support website development
  - (v) Look at establishing a wider audience for the e-bulletin
- 3.4 Due to a long term staff illness, these improvements have been delayed, but are now being undertaken by staff in Corporate Policy Unit and ICT. The Information Co-ordinator will be responsible for the placing content on the website. The Public Performance Report and Communications Officer will be responsible for the design of the website with support from the ICT officer. Two Project Officers will assist in managing the corporate community planning content on the website while the other content providers will be responsible for their own parts of the site.
- 3.5 To date, a review of the website has been undertaken and any outdated information has been removed or updated. The website will continue to be reviewed regularly. There have also been a number of meetings held with the ICT representative looking at how the website can be utilised in the most effective way.
- 3.6 A network of content providers across the Partnership has now been identified and they will be responsible for providing information for their relevant areas. A guidance document on the content management of the site is currently being produced and will be sent out to appropriate contacts in due course.
- 3.7 To ensure that the website is always kept as up to date as possible, it is important to have a streamlined process. A monthly reminder will be sent to the identified content providers reminding them to update their area on the website. The front page content on the site will be themed

and changed on a fortnightly basis, mirroring the Community Planning cycle so that in the period before and after a given strategic group meeting, that particular theme would be highlighted on the website. This will maintain the site's freshness and encourage material from providers.

- 3.8 Work has been carried out on the Community Planning E-bulletin and this will now be sent out on alternate Fridays, rather than monthly, with a view to reviewing the previous strategic group meeting and highlighting the upcoming strategic group meeting.
- 3.9 With the introduction of a fortnightly e-bulletin which will keep all Community Planning Partners abreast of issues going on within the various strategic groups, it is recommended that the website no longer be a standing item on strategic group meeting agendas and that the website be reported as and when there are developments or issues to be raised.

#### 4. SUMMARY OF IMPLICATIONS

##### (a) **Single Outcome Agreement/Service Improvement Plan**

The Community Planning Website is a fundamental source of information for all aspects of the Single Outcome Agreement.

##### (b) **Policy and Legal**

There are no policy or legal implications arising directly from this report.

##### (c) **Resources (Financial, Risks, Staffing and Property)**

The Community Planning Website will continue to be maintained by the Council's ICT section. An annual contribution of £8,000 is made from the Community Planning Partnership budget towards the cost of providing this service.

The previous level of work undertaken in relation to the website and e-bulletin cannot be sustained. The changes proposed should provide a realistic level of resource commitment which can be sustained while still maintaining the quality of the website and e-bulletin.

##### (d) **Consultations**

In the drawing up of the proposed process, the ICT Officer responsible for the administration of the website, the Communications Officer and the Information Co-ordinator have all been consulted.

5. CONCLUSION

- 5.1 The Community Engagement Group are asked to note the status of the Community Planning website and agree to the website being reported to strategic groups as required and not as a standing item.

Author of Report: Shelley Flett, Project Officer  
Background Papers: Report to & decision of meetings of Community Engagement Group 23 April 2009 and Community Planning Board 7 May 2009  
Ref: 683467

Signature  Date: 29/10/09

Designation : Corporate Policy Unit Manager Name : Bridget Mustard