



Your Moray

REPORT TO: COMMUNITY PLANNING BOARD – 07 MAY 2009

SUBJECT: COMMUNITY PLANNING WEBSITE

BY: COMMUNITY PLANNING OFFICER

1. REASON FOR REPORT

- 1.1 The Community Planning Board is invited to support the Community Engagement Group in promoting greater use of the Community Planning website and addressing issues of concern around information provided for the site.

2. RECOMMENDATION

2.1 It is recommended that the Board

- (i) supports 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- (ii) notes the actions to be taken to address the issues of information gaps and outdated information on the Community Planning website, notably in relation to the Theme Groups.**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) endorses the recommendation of the Community Engagement Group that the Community Planning website is a standing item on future Theme Group meeting agendas.**

3. BACKGROUND

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

- 3.2 The Community Engagement Group also agreed recommended actions to be implemented as a result of this feedback to promote the website throughout the Partnership as a key source of information about Community Planning in Moray and encourage greater ownership and involvement, particularly by the Theme Groups in updating information regularly and timeously.
- 3.3 The actions approved by the Community Engagement Group to be implemented include:
- (i) Establish a network of Content Providers across the Partnership to take 'ownership' of all content with each section of the website. Content Providers will be asked to monitor the content of sections assigned to them and provide regularly updated information on meetings held, documents produced, latest news, changes to membership lists and contact details etc.
 - (ii) Produce guidance on the Content Management of the site to clarify how and by whom information for the website will be provided.
 - (iii) Produce a promotional flyer to publicise the range of information available through the site. The Engagement Group agreed that this should wait until issues around the information content of the site had been addressed.
- 3.4 The Community Engagement Group also received a presentation at the meeting on Digital Stories, an initiative funded jointly by the Moray Council and NHS Grampian. Digital Stories are personal accounts of individuals, who have often experienced a life-changing event, captured in a short video film.
- 3.5 The Community Engagement Group agreed that this would provide an excellent medium to promote the achievements of Community Planning through making the videos available on the Community Planning website. This is currently dependant on necessary technical adaptations being made to the website. It was also felt that this initiative could assist significantly in the public's understanding of what Community Planning is really about.
- 3.6 The information on the website, which was highlighted to the Community Engagement Group, will be reported for consideration of appropriate action to the next cycle of Theme Group meetings, beginning on 21 May 2009. It will also be reported to the next meeting of the Moray Forum in June. Thereafter the website will be a standing item on all future Theme Group meeting agendas, as recommended by the Community Engagement Group.

4. SUMMARY OF IMPLICATIONS

(a) Community Plan / Theme Plans / Partner Plans

The Community Planning website provides a comprehensive reference hub for all information relating to Community Planning in Moray, including all of the above plans.

(b) Policy and Legal

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

(c) Resources (Financial, Staffing and Risks)

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

There will be a small cost attached (around £150) to the production of the proposed flyer, which will be met from the Community Planning budget.

(d) Consultations

The Community Engagement Group has informed the content of the report through feedback from its recent meeting.

The Corporate Policy Unit Manager and the ICT Officer, who maintains the website, have been consulted and concur with the content of the report.

5. CONCLUSION

- 5.1 The Community Engagement Group received a report at its recent meeting on feedback on the new Community Planning website since its launch in November 2008. The Group was keen to enlist the support of the Board in promoting greater use of the Community Planning website as a key information sharing and publicity resource for the Partnership on the Community Planning website and addressing issues of concern around information provided for the site, notably by the Theme Groups.**

Author of Report: Roy Anderson, Community Planning Officer

Background Papers:

Ref:

Signature _____

Designation: Community Planning Officer

Name: Roy Anderson