



**Your Moray - Your Future**

**REPORT TO: SMARTER STRATEGIC GROUP – 04 JUNE 2009**

**SUBJECT: COMMUNITY PLANNING WEBSITE**

**BY: COMMUNITY PLANNING OFFICER**

**1. REASON FOR REPORT**

1.1 The Smarter Strategic Group is asked to assist in taking forward actions agreed by the Community Engagement Group to address a number of issues around information provided for the Community Planning website.

**2. RECOMMENDATION**

2.1 It is recommended that the Smarter Strategic Group:

- (i) participates in establishing a network of content providers to provide regularly updated information for the Community Planning website
- (ii) notes that guidance on the content management of the site will be provided by the Community Planning Officer
- (iii) notes that the website will be standing item on all future Theme Group agendas
- (iv) agrees to actively promote the site as a key source of information about Community Planning in Moray

**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 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 on the site regularly and timeously.

3.3 It was agreed by the Community Engagement Group that a network of content providers should be established 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.

3.4 Content Providers are effectively the "owners" of all content within a section of the website. Some Providers will have responsibility for a number of sections, including operational groups etc, while others will have responsibility for only one group.

More specifically, each Content Provider will be asked to

- Provide up to date information for the relevant pages of the website
- Monitor content to ensure it is up to date
- Provide group minutes for inclusion on the website, where appropriate
- Provide updates of membership lists and contact details
- Provide items for flagging up as news
- Promote the website within the partnership by placing all relevant documents on the site and referring individuals to the site to gain access to these documents

3.5 The work required to complete these tasks should not be time consuming – they should be being done as a matter of course. However, by identifying individuals within each group and formalising the process it is more likely that information 'gaps' will be filled.

3.6 At some point in the future, it may be appropriate to adopt a Content Management System (CMS) for updating the website. If this did occur, the Content Providers would assume the roles of Content Editors and would update their website pages themselves.

3.7 It is anticipated that the process of identifying content providers for the website will be completed by the end of June 2009. Theme Group Lead Officers will be closely involved to ensure that officers selected as providers take appropriate ownership of the process and are fully committed to it.

3.8 It was also agreed by the Community Engagement Group that guidance on the content management of the site will be produced by the Community Planning Officer by the end of June 2009 to clarify how and by whom information for the website will be provided.

3.9 It was also recommended by the Community Engagement Group that the Community Planning website be placed as a standing item on the agenda of each Theme Group meeting to highlight any new

developments in the site and give the opportunity to raise any issues about the use of the site.

- 3.10 It is also anticipated that the Guidance on Content Management will be produced concurrently with the setting up of the network of Content Providers by the end of June 2009.

#### 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.

There will be staff time taken up for those selected as content providers, but this should not be onerous.

(d) **Consultations**

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

The Community Planning Board has also endorsed the content of the report at its meeting on 07 May 2009.

#### 5. CONCLUSION

- 5.1 **The revised Community Planning website has now been running for almost four months. Although the number of users has been rising steadily the Community Engagement Group recommended that steps be taken to ensure more regular and updated information being provided to the site, particularly by the Theme Groups.**
- 5.2 **The Smarter Strategic Group is therefore invited to note the steps to be taken and the timescale, in which these steps will be implemented.**

ITEM: 6  
PAGE: 4

**Author of Report: Roy Anderson, Community Planning Officer**

**Background Papers:**