

Clerk's Report – Communications Committee 07.06.21

Report on actions taken on the resolutions of the meeting held on 22 March 2021.

6. Community Engagement Meeting – the second CE meeting has taken place in the form of the Annual Parish Assembly. Attendance was low – 5 electors, all UCG committee members.

See agenda item for further discussion.

7. Website, Newsletter and Social Media – see agenda item: a quotation from the current website designer will be received and considered at the next meeting. Cllr Walker has offered to apply the updates to the website – see agenda item.

Supporting Information for items on the agenda to be held on 07 June 2021.

Agenda item 6.

Upton Annual Assembly 22 April 2021

Present: Cllr Tom Egerton-Parry (Chairman), Cllr Jodie Egerton-Parry, Cllr Jean Evans, Cllr Jill Houlbrook, Cllr Matt Bryan, Cllr Mike Keenan, Cllr Matt Carter, Cllr Brenda Southward and Cllr Alison Bennion.
5 Upton residents.

Speakers:

Ms Julie Derbyshire, City Fibre.

Mr Stephen Perry, Chairman, Upton Pilot Group (of CW&C Council's Sustainable Transport Task Force).

Presentation from Julie Derbyshire of City Fibre on work being carried out to improve digital infrastructure across Chester, bringing full fibre connections to 46,000 premises – Upton will be the first area.

City Fibre is not a broadband provider, it builds fibre networks which will result in a more competitive market place.

A copy of the presentation is available here:

<https://www.uptonbychester.org.uk/>

For any other questions please contact Julie directly on 07425 617078 or at Julie.derbyshire@cityfibre.com

Presentation from Stephen Perry, Chairman of the Upton Pilot Group of the Sustainable Transport Task Force:

Work is being carried out reviewing ways of creating safer roads in Upton; including the possibility of extending 20mph speed limits across the parish, improving alternative travel such as cycle routes, public transport and creating 'access only' streets in Upton.

No other matters were raised at the meeting.

Agenda item 7.

Just so you are all aware (the last thing I want to do is create any surprises once I potentially start work on this!). These proposed changes do involve a greater amount of work.

What Suzi and I discussed yesterday involved presenting the existing content in a better and clearer way, but fundamentally there wouldn't be any change to the underlying content itself. 'A face-lift' as it were.

This feedback suggests we need to consider quite a lot of additional content:

- Complete re-organisation of the website menu structure.
- A total of five entirely new items within the 'Your Council' area.
 - 'About Us'
 - Which link to two new items: Vision and purpose & Governance
 - Committees
 - Some existing content (agendas/minutes/reports etc) will be moved here under a new area called 'PC'.
 - Finance will be moved from being directly under the 'Your Council' into the Committees area.
 - Entirely new items are:
 - QEII
 - General Purposes
 - Reports – the annual and chairman's report are consolidated into a Reports section.
 - Voting and Elections – another new item.
 - Privacy Statement – A new item for the menu yes, but we just link to the existing privacy statement which is currently accessed in the footer section.

(Councillor's and Policies areas remains unchanged within the 'Your Council' area, so I've not mentioned them above)

MAIN SECTION

A new top-level menu item called:

- Facilities and Services.
 - QE II playing Field. (new section).
 - The Pavilion page - already exists and will be moved here.
 - Tennis Courts – a new section
 - Bowling Green – a new section
 - Marl Heys (new section).
 - Chemistry Pits (new section).
 - War Memorial (new section).

Further new top-level menu items called:

- Projects;
- News and Events
- All About Upton

- History – *assume this can be essentially the existing 'About Upton Video' which gives a brief History of Upton? With some supporting written content and imagery on the page (some carefully chosen vintage photographs for example).*
- Local Organisations
- Local Service and Facilities Directory.

I also suggest we use the following additional items below – which simply re-purpose what we already have on the website, but arguably putting them in a better location.

- Our Parish Boundaries (Shows the different maps of Upton-by-Chester, Bache and Moston I created – currently on the existing 'About Upton' page)
- Take a look around - takes you to google street view, with the starting point being the Upton sign by the zoo (*this can be changed to any location in Upton if preferred*). This is also currently on the existing 'About Upton' page.

Calendar, Neighbourhood plan and Contact remain unchanged as top-level menu items.

So in summary, this proposes 15 new sections which do not currently exist on the website:

1. Vision and Purpose
2. Governance
3. QEII (*this is within the Committees area*)
4. General Purposes
5. Voting and Elections
6. QE II Playing Field
7. Tennis Courts
8. Bowling Green
9. Marl Heys
10. Chemistry Pits
11. War Memorial
12. Projects
13. News and Events
14. Local Organisations
15. Local Service and Facilities Directory.

Of course, it goes without saying I am very happy to support with this and it sounds like a very good step forward for the website.

But – being realistic, this involves far more work than is possible in just one day. It will be the most significant update to the website since it first launched. It will involve migrating the website to a completely new theme which aligns better with this new vision for how it should look and feel. Every page needs to be updated and optimised accordingly. It will seem like a completely new and fresh website.

I would certainly anticipate a week in terms of an estimated timescale, perhaps slightly more. However, given the longstanding relationship I have with Upton Parish Council, I am prepared to quote for (and cap my fee) at four days. £250 per day, £1000 in total.