

Communications, Community Engagement and Community Infrastructure Working Group meeting Mon 21st September 2015

Present:

Robert Glick

Manish Patel (Cornersite)

Website design options

RG notes that the current design may be confusing for new or casual viewers of the website. For example, the four news features are only there to grab the viewer's attention. Further detail is available in either the blog or under one of the menu items.

RG referred to www.trustdevcom.org.uk/ as a possible model for the HSNF website (here all detail is visible via the relevant hyperlink).

Even with the WordPress themes, there are a number of alternative options that the forum could consider using (e.g. where the front page is in blog form). The current theme may not be the most up-to-date but before going ahead with a modern one, we should check what functionality is included. If necessary, additional functionality can be purchased (e.g. Captcha boxes on forms for preventing junk mail). Migrating to another theme would take Manish about a week.

Action: MP to have a look at wordpress prices and recommend staying with this theme or moving to another.

Calendar

Manish embedded the HSNF Gmail account calendar into the website. Now the public can view (but not update) our calendar.

Blogs

Mike told Manish that he would like his own blog included in the website. There may be a way for Mike (or anyone else) to send blog posts to an email address that would then be added to the website blog automatically.

Action: MP to confirm that this is possible.

Logo

Manish trimmed the logo design. At present, it is visible as one of the features, but it cannot be incorporated into the front page, which is text only.

Facebook Link

We have not yet set up a Facebook page. Nor a Twitter account. The forum should really be using these in the medium term.

Google analytics

Manish demonstrated by signing into the HSNF Google account and running the

Google analytics tool: a handful of local users and a handful of non-local users have been accessing the website.

Budget

The agreed investigation and maintenance is within the current budget.

Terms of reference

RG has edited and uploaded the latest revisions.

Comms meeting minutes

Action: RG to upload to the website (under the How the Forum Works menu).

Previous actions carried forward

Comms work plan

Tasks relevant to Comms in the HSNF NDP to be incorporated in the Comms work plan and prioritised. Planning to include tasks until end of December, initially. Later, until end of April.

Actions: RG to update Comms work plan

MG to send latest NDP to RG as an electronic attachment.

Website future ideas

An appeal to be drafted

The Trust for Developing Communities website: trustdevcom.org.uk

Clear, easy to use and rapid response. A possible model for us.

Action: RG

Recruitment

Strategy for recruiting new members. Mike has spoken to several people who can join the Comms group.

Action: RG and MG to discuss further

Community Engagement Statements

Action: MG to send RG links to website examples.

Biographies

Needs to be complete, preferably with photographs. Several still not received.

Action: RG to chase other Committee members.

Newsletter

Needs to be planned, drafted, edited, published and distributed.

Action: RG