

RIBBLE VALLEY BOROUGH COUNCIL

REPORT TO POLICY AND FINANCE COMMITTEE

Agenda Item No 7

meeting date: 19 JUNE 2018
title: PROMOTIONAL WEBSITE
submitted by: DIRECTOR OF RESOURCES
principal author: LAWSON ODDIE

1 PURPOSE

1.1 To seek approval from members of the council's new promotional website.

1.2 Relevance to the Council's ambitions and priorities:

- Community Objectives – none identified
- Corporate Priorities - to continue to be a well-managed Council providing efficient services based on identified customer need.
- Other Considerations – none identified.

2 BACKGROUND

2.1 As part of the work of the council's Communications Working Group members considered that a separate promotional website was needed for the council.

2.2 It was agreed that such website would be overarching across all of the council's other websites and would have more of a signposting function, directing visitor traffic to our own sites and also those of other external bodies. The existing corporate website (www.ribblevalley.gov.uk) would remain as the council's main website.

2.3 Following much work across a number of service areas a functional website has now been created and will be demonstrated at the meeting.

3 PROMOTIONAL WEBSITE

3.1 The promotional website has been produced using the themes of:

- LIVE – This theme examines a number of areas associated with living in the borough and is further broken down across the following subject areas:
 - Education
 - Homes
 - Employment
 - Community
 - Amenities
 - Nearby
- WORK – This theme examines areas of interest to businesses already in the area, those wanting to relocate to the borough and also those wanting to expand. This theme is further broken down across the following subject areas:
 - Connected
 - Starting
 - Growing
 - Support
 - Locations

- PLAY – This theme looks at the borough as a visitor destination. This theme is further broken down across the following subject areas:
 - Places
 - Enjoy
 - Stay
 - Taste
 - Weddings
 - Events

3.2 The website has been demonstrated to the Communications Working Group and was fully endorsed by them.

3.3 Following approval by Policy and Finance Committee, the website will be made live with the registered domain name of www.theribblevalley.org.uk

3.4 The website will be monitored and updated regularly, however it has been produced in a way to minimise duplication of content through links to our other websites and those of third parties, where the bulk of content will be reviewed and updated.

4 CONCLUSION

4.1 Following the creation of the Communications Working Group a new promotional website has been produced.

4.2 A demonstration will be provided at the meeting of Policy and Finance Committee.

4.3 Subject to approval the website will go live with the registered domain name of www.theribblevalley.org.uk

5 RISK ASSESSMENT

5.1 The approval of this report may have the following implications:

- Resources – There are no additional costs from the approval of the new promotional website as the minimal costs involved can be fully met from existing revenue budgets.

Whilst there have been no new budget requirements, the creation of the website and its content has resulted in a large one-off staffing resource across a number of service areas being focused on this project.

- Technical, Environmental and Legal – Functionality will be kept under review. The website has been developed to ensure accessibility across all devices.
- Political – None.
- Reputation – None
- Equality and Diversity – Equality and diversity issues have been examined as part of the development of the website. New EU accessibility requirements may have an impact in future years.

6 RECOMMENDED THAT COMMITTEE

6.1 Approve the new promotional website.

HEAD OF FINANCIAL SERVICES

DIRECTOR OF RESOURCES

PF39-18/LO/AC

11 June 2018