

ABERGAVENTNY TOWN COUNCIL

POLICY AND RESOURCES COMMITTEE

WEDNESDAY 15<sup>TH</sup> MARCH 2023

PR37/23: MEDIA AGENCY WEBSITE REDESIGN AND HOSTING

1. PURPOSE

1.1 To consider redesigning the ATC website and current hosting arrangements

2. BACKGROUND

2.1 Following on from the previous presentation from the Media Agency around the Abergavenny in Bloom social media hosting and management, a proposal has been received to look at the redesign and management of the ATC website and social media.

2.2 Currently the website is run through UMBRACO and this is more for people with coding experience. It is a hosting platform utilised by companies with heavier traffic using payment systems and that have data which is of a sensitive nature.

2.3 On investigation when looking to set up the Abergavenny In Bloom section on our current website, errors and issues around loading and retaining information became apparent, leading to the proposals below.

3. PROPOSAL

3.1 Chairs of Policy and Resources, Environment and the Town Clerk received a presentation from The Media Agency outlining the services which could be provided and covered by themselves. They currently look after clients such as Griffiths Construction.

3.2 Moving the website from UMBRACO to a Wordpress platform will make it more user friendly and easier to upload documents. This is more compatible with Microsoft packages.

3.3 The redesign can incorporate changes to increase accessibility for all users to be able to locate, read and respond to reports and policy documents, with easier links to email councillors and the clerk with any queries or questions.

3.4 Links can be embedded to share information between website and social media platforms.

3.5 A total redesign and moving across from the current platform to a newly designed website will take 3 months and cost £5500. Ongoing hosting will be £125.

3.6 Additional support hours can be purchased or a complete support package discussed at this stage depending on the needs of the Council once this has been achieved.

4. RECOMMENDATIONS

4.1 For ATC to consider creating a more user friendly, accessible and welcoming website.

4.2 To resolve to accept the proposal from the Media Agency for the works to be carried out and completed by end of June 2023.