www.southwilts.com
RESULTS OF PUBLIC WORKSHOP

Information that should be accessible via www.southwilts.com
(This is not an exhaustive list and the categories used are for convenience only – more thought will need to be given as to how pages should be grouped and ordered within the site)

Transport & Travel	Bus, train and coach timetables. 'Tisbus' community transport scheme Taxis Local LINK schemes Cycle hire Cycle paths Hospital transport Airports, ferries, airlines Road hauliers Traffic bulletins, roadworks, parking. Travel agents Community car schemes, Garages, recovery services, MOT, etc CLARENCE – streets lights, road faults, gritting
Emergency services and community safety	Crime bulletins Community policing issues – warnings, reporting, etc Facility to report abandoned cars, fly tipping, litter, graffiti Community safety partnership minutes Home safety advice – crime and fire Accident prevention information
Town and Village Links	Village pages Parish Council's – details of members, minutes, meetings Town plans and parish tool kit Fetes, boot sales, events Village halls Best kept village competition
Health & Welfare	GP surgeries, times and information Clinics Chemists – late opening, etc Hospital visiting times, transport and car parking charges Registered homeopaths, chiropractors, counsellors, etc Dentists Complementary therapies Samaritans Childline Dietary information, health foods, etc Alternative lifestyle – vegetarian, vegan Complementary therapies Disabilities information Healthy living – walks, keep fit, diet, etc Keep fits at local halls and sports centres Registered Carer and care homes Bereavement – undertakers, cemeteries, crematorium Hospice Health advice services Private medical services Family planning
Environment	Rights of way Local walks Recycling centres Pollution Environment Agency Flooding Maps Historic buildings and heritage, historic buildings grants, advice, etc Planning – applications, policy, local plan, guidance. Weather

	Voluntary Conservation and Environmental work Wildlife groups Farming Gardens, gardening, garden centres Archaeology Natural history, geography, geology
Sports	Clubs Leagues Facilities Sports centres Coaching
Business	Pubs Bed & Breakfast, self catering, hotels, camping and caravan sites Restaurants Post Offices Estate agents, solicitors, accountants Crafts Butchers, bakers, greengrocers, hardware, stationers, etc Hairdressers Advisory services and grants Jobs and careers advice
Arts and Entertainment	Venues Artists Entertainers Exhibitions Courses Cinemas, theatres, arts centres
History	WVCH Local history groups Family histories Archives and historical resources Archaeology Historic Buildings Monuments
Media	Newspapers Radio TV Parish magazines Directories – yellow pages, up my street, etc
Research	Census Survey results Consultations Statistics
Charities and Voluntary Organisations	Groups Advice Grants
South Wiltshire community web	FAQ Technical help Digital photography Scanning Sponsorship, advertising and promotional Adding information Complaints Suggestions/Feedback
Religion	Churches Faiths Religious bookshops
School & Pre School	Schools – primary, middle and secondary, grammar and fee paying Registered child minders Play groups Pre-school facilities

Ofsted reports
School transport
Catchments
Bursaries
FE
Lifelong learning
Universities
Careers
Homework clubs
After school activity clubs
School Holiday Schemes
Schools governors
Language schools
Ante/Post natal facilities
Paediatric care
Adoption

Social Services

Day care
Meals on wheels
Fostering
Respite Care

Housing

Council housing and waiting lists
Homelessness
Housing benefits
Social landlords
Social Housing schemes
Advisory services
Mortgages, building societies
Estate agents

Government

Local Government – District and County
Councillors, MPs, MEP pages
Central Government Services/Departments
Quangos – English Nature, Environment Agency, etc.

Using the Site
These are the main conclusions reached:

- All of those present favoured the use of simple templates to construct the 'sites.'

- Templates should be capable of being completed using cut and paste from existing offline programmes – this will help to minimise the time that users are required to be online (saving phone bills).

- Templates should be capable of allowing images to be uploaded.

- Flexibility is the key, users are likely to need to 'mix and match' from a range of standard templates. This will ensure that the site can be tailored to meet the needs of a very diverse range of users.

- The following is an idea of the sort templates users are looking for:

    1. **Home page:** Choice of styles. Selection of a style (such as colours and fonts) will determine the style of the other page templates.

    2. **Standard content page:** A variety of formats based on the content: text only, mainly text, text and pictures or mainly pictures – possibly a couple of styles for each.

    3. **News Bulletins:** This would allow the uploading of press and news releases. The idea is that the pages could link together across the whole site to form a virtual 'e-zine' for the district, area or parish. These would need to be time limited so that they are removed once a specified date had been passed. Might comprise – headline, short summary, full story, picture (option).

    4. **Catalogue/Directory:** This would allow the presentation of information in a list style, linked to small pictures. It could be used for team lists, councillor details, product catalogues, town guides, accommodations guides, etc. Would need to be limited in terms of size, but could be linked together if necessary.

    5. **Calendar:** A calendar into which forthcoming events, fixtures, meetings could be added.

    6. **Links:** A page of hyperlinks to relevant sites

    7. **Contacts:** This would be a form that would enable visitors to register as subscribers to particular sites – for example residents could register as subscribers to a parish council web site this would enable them to be contacted by email for particular purposes – such as consultations, opinion surveys, etc. It would also be useful for members of sports clubs and societies – generating a list of members or subscribers to a particular site/organisation.

    8. **Tables:** It was recognised that some information might need to be displayed in table form – league tables, timetables, price lists, opening times, budgets, etc. A template would be needed to facilitate this.

    9. **Minutes:** and Agendas: It was considered that there would be great value in having parish council and club minutes and agendas online – possibly templates could be developed to incorporate this.

    10. **Feedback forms:** It would be useful to have a feedback form that provided information in a consistent format, it would also avoid the need to put private email addresses on the web pages.

- Log-on name and password required to construct/modify sites – based on a 'trusted user' approach. Certain organisations would be automatically allocated a trusted users rating (and PIN number) – parish councils, charities, voluntary and statutory groups, businesses, etc. Individuals would have to either register their details before being granted 'trusted user' status, or submit their sites for prior approval following checks on address, telephone and email addresses.

- Registration form for users: this would capture the information that would be needed to administer the site – address, telephone, email addresses of users, etc. It would also ask the user to self categorise the site, or index, – subject matter, title, geographical area, etc. This would determine where the pages appear on the site.

- Registration of visitors. When first visiting a site, surfers would be invited to register with the site – this would entitle them to certain benefits – trusted user status, offers, etc. It would also generate a large list of contacts that could be used for consultation, survey and promotional purposes.

- Print friendly users guide, for those that need it.

- Terms and Conditions: Must be accepted before page creation begins.

- Site goes 'live' immediately upon completion provided it is created by a trusted user.

- Navigation: It was considered that navigation should incorporate:

1. search engine to search all site content,
2. categories (structuring the pages under logical headings – such as 'transport,' 'buses,' 'timetables,' etc.)
3. geography – it should be possible to pull up everything linked to a village, town, postcode or area.

Initially surfers would be presented with an entry screen that incorporates all three options and possibly a geographical element incorporating a map of South Wiltshire.

- It would be useful if users of the site became an online 'community' with a facility to communicate with each other and the administrators of the site. This would help to create a regular feedback and exchange of ideas that would ensure the ongoing development of the site.

- Would it be possible for the site to provide email addresses – such as stevemilton@southwilts.com. Cravenplan confirmed that this was possible but could be problematic (particularly virus risks) and they had not incorporated within their original quote. It could be considered as a future development.

- Could users upload documents in MS Word or Adobe format such as Council minutes? Cravenplan confirmed that this was possible but again it was problematic in terms of storage capacity and vulnerability to viruses. They had not quoted on that basis. It may be possible to integrate other Pathfinder projects (the Content Management scheme) to facilitate this or to develop this in the future once the site was up and running. It would be possible to include minutes and agendas by cutting and pasting into the templates. Maybe special templates could be developed for this.

Managing the Site
These are the main conclusions reached:

Regulation of Content

- It was felt that there was a need to prevent abuse of the site and that this could be best achieved by using a 'trusted user' system. All bona fide community groups, organisations and businesses would be sent a trusted user pack at the launch of the site – sites they construct will need no formal vetting. Individuals – will be asked to register with the site to obtain a trusted user pack (incorporating PIN). There would be address and email checks prior to issue. This was considered the best way of allowing maximum freedom for users but at the same time preventing embarrassment.

- It was agreed that all users should be asked to accept Terms and Conditions prior to creating pages – this would govern such matters as decency, copyright, slander, lawful activities, personal liability, etc.

- Self-Regulation: It was agreed that the best way of 'policing' the site would be to include a button so that users could submit complaints about any particular site content. Complaints would be reviewed by the site administrators and action taken accordingly.

- There should be a fast response to all complaints.

- It was agreed that administrators should have a right to remove any site while complaints were investigated – this would be built into the Terms and Conditions.

Financing

- It was recognised that there would be ongoing costs associated with the maintenance of the site.

- The preference was for public authorities – the South Wiltshire Strategic Alliance – to meet some or all of the costs involved. This would avoid the need for advertising on the site or for a subscription system. It was recognised that this may not be realistic given the opportunity for the site to be self sustaining financially.

- If advertising was to be incorporated it should be of a discreet nature and complement the site. It should not incorporate any 'pop-up' type ads.

- Individual users of the site may wish to incorporate advertising within their own pages. A sports club may acknowledge its sponsors for example - this may help to generate revenue for the club. Businesses may wish to incorporate advertisements for particular brands stocked. There was no objection to this suggestion.

- It was felt that larger organisations and businesses could be charged to use the site and it was recognised that this could help to keep the site free for all other users. This was seen as a possible source of ongoing funding for the project.

- In the longer tern it was considered that the management of the site could be set up as a charity or trust which could apply for grants and funding from public bodies – such as the national lottery.

Management

- It was agreed that there should be community involvement in the management of the site at the earliest opportunity

- The preference was for the management of the project to transfer to a charity or trust within a year of launch

- Initially the community planning team would act as administrators but this would be widened with representatives from the community – possibly involving the group involved in the Workshop.

- In time it may be possible to develop a number of users willing to help and advise other users by email.

Promotion:

Considered a vital aspect of the project (£12,000 has been allocated for this) – to ensure that there was widespread awareness of the facility – ideas suggested:

1. TV, Radio, Newspapers, Citizen newspaper, Competitions

2. Links from other sites – Councils, business, etc.

3. Parish magazines/ Organisation newsletters

4. Libraries and information centres

5. Banners on buses and council vehicles

6. Window stickers

7. Parish Councils

8. Army

9. SWSA Database contacts – direct mail

10. Get a promotional page uploaded on the southwilts.com domain as soon as possible so people can see what is proposed.

11. Email to SWSA staff

Access

It was recognised that less than half of residents have access to the internet at home – therefore some thought should be given to increasing access – via public access points at local council offices, libraries, post offices, pubs, etc. Possibly need to seek separate funding for this.

Acknowledgments:

Thank you to all who participated at the Workshop and to those who could not be present but submitted their ideas that have been incorporated above.

Steve Milton
www.southwilts.com
Project Manager