

## Website Policy

### 1. Overview

The purpose of Town Council website is to promote the town to residents, visitors and businesses; provide information about the Council's governance and activities, and meet statutory publication obligations. A partner website, Discover Crewkerne, has been developed to provide community information, a business directory and a platform for the Local Information Centre.

### 2. Technical Aspects

The website host must offer:

- Distributed Denial of Service (DDoS) protection
- Data recovery
- Large capacity storage
- Secure Sockets Layer (SSL) certificate security
- Unlimited visitors
- Back office support
- Integration with the crewkerne-tc.gov.uk domain name
- Compliance with WCAG 2.1 aa guidelines (Web Content Accessibility Guidelines).

The website publishing platform must be:

- In common usage by other organisations
- Easy to use and maintain
- Able to support Search Engine Optimisation (SEO)
- Able to customise the design in accordance with WCAG 2.1 aa guidelines
- Compatible with analytics
- Advert free
- Contactable for back office support

### 3. Maintenance

The website should be updated to include:

- All documentations as per the Schedule of Publication for all Town Council and Committees.

An updating matrix must be maintained identifying update schedules and to provide an audit trail of this.

Access to the Website will be restricted to Town Council office staff only, who will be responsible for the maintenance of content. Access will be only granted to Councillors on an exceptional basis.

### 4. Contents: inclusion of links to external organisations

The website will only include Town Council managed/funded facilities and services, with the following exceptions:

- broad references may be made to facilities within the town making it attractive to potential residents/businesses/visitors may be made.
- publically funded services (i.e., transport and relevant transport links, education, policing) within the parish may be included in the "external community services page" only
- services which residents may seek within the town at a time of crisis may be included in the "external community services page" only
- pages linking to the higher tier councils

In no circumstances will commercial ventures or individuals, especially those competing with council owned or managed services/amenities or whose aim/objective/purpose/approach conflicts with those of the Town Council, be included within the site.

Where facilities/services outside of the council are included in the website, this detail should be limited to a name, brief overview and link.

Where appropriate, requests from external organisations to be included within the site should be redirected to the Local Information Centre for inclusion in the Discover Crewkerne site.

Approved at Policy & Resources Committee meeting 13 February 2017 Min. No. 16/17 48  
Review at Policy & Resources Committee meeting 10 October 2022 Min. No. 22/23 16a