

Freshford PC Chairman's Report – 14 Dec. 2020

1. Budget

The draft budget contains a number projects, not all of which can be delivered in the coming financial year.

There are several questions to be raised and decisions to be taken:

- Confirm that the outstanding activities for this financial year will be complete:
 - Midford Lane Bench Maintenance
 - Repair Dark Lane Grit Bin
 - Removal of ivy & saplings from the cemetery
- Is the list of 1-off activities complete? (See below)
- The 1-off activities need to be prioritised into:
 - Must be done (Imperative)
 - Should be done (Needs to be done but can wait)
 - Could be done (To be done at some point)
- Each Must/Should/Could list needs to be ranked in order of importance

This will provide a list to work through in the coming year.

The items in the draft budget for consideration as 1-off activities are below, along with an initial estimate of 'Must/Should/Could' to provide a starting point:

Item	Budget	Priority
Repair / replace shed for tools	£650	High
Improvements to the Pound	£500	Low
War memorial repointing	£250	Medium
Other minor maintenance of assets	£500	Low
The Tynning - Fell ash trees	£800	High
The Tynning - Repair/maintain boundary walls	£250	Medium
The Tynning - Legitimise 'hedge' entrance	£4,000	Medium
Cemetery - headstones & monuments	£1,000	High
Cemetery - tree survey & tree works	£1,500	High
Cemetery - Repaint / repair gates	£600	Medium
Relocation of bus stop	£3,250	Medium
Rosemary Lane traffic counts	£250	High
Bulletin	£700	High

2. Clerk's Reimbursement

Selina has been undertaking a significant amount of work as clerk and has been providing excellent support to councillors on a wide range of subjects.

In the previous couple of months, the work that Selina has undertaken has covered significant areas in addition to the usual Clerk duties, including:

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- Temporary matting on The Tynning
- Inn – renewal of Asset of Community Value
- SSE Lighting Supply
- Website

This is not a complete list of activities and it demonstrates that Selina's allocation of 7 hours per week is not adequate.

There will be significant additional effort for Selina in the new year due to:

- New Website – training, testing and co-ordination
- Climate Emergency activities
- Sorting out a new Lighting Maintenance Contract

These activities are over and above the contracted number of hours.

Further, the PC has previously recognised that a new incoming clerk would require additional working time due to the recent turnover of clerks.

Therefore, I propose that the PC agrees to paying Selina for 10 hours per week instead of the standard 7 hours per week for the 8.5 weeks covering November and December.

As a point of reference, Winsley PC requires about 10 hours per week for standard work.

This would cost £358.28, which stays well within the budget for the Clerk.

It is proposed that more formal review of Selina's contract is undertaken in the new year.

Request: The PC Approves additional payment to Selina of £358.28p covering the additional work that Selina has undertaken.

3. New Website

3.1. Overview

Selina and I are now having weekly meetings with Zonkey, and construction of the new website is gathering pace.

Zonkey has 4 other council websites going live next week, including Westfield which is a parish not far away.

Zonkey are a small company and are getting inundated with requests from other parish councils to the extent that they suspended their advertising.

Hopefully this explains the slow pace to date.

The general plan is:

- Continue with the weekly review next Thursday
- Have the basic website setup complete early January
- Review and identify remaining activities
- Improve presentation utilising images provided by the community
- Work towards a Go Live late January 2021

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The high-level approach is to:

- Restructure:
 - The site map to best utilise the Zonkey framework
 - Meetings, Minutes and Agendas to best utilise the Zonkey functionality
- Build new functionality:
 - Report It functionality
 - News
 - What's On

The new website is essentially split into two logical areas – Parish Council and Community.

Key areas that need addressing within the PC section, includes:

- Neighbourhood Plan - This does not easily migrate and has caused Zonkey problems.
- Planning – This area needs to be planned
- Policies – key policies need to be completed, such as Accessibility, FOI, Data Privacy
- Bulletin – move to an online facility (an editor is needed)

In order to move the project forwards, whilst the initial plan was to redevelop the Parish Council area, go live with this new functionality, and then migrate the rest of the old website as time has gone by and things have not progressed enough - we need to drive forwards by migrating what we have and then changing what has been migrated and adding new areas to the new site.

This is less than ideal, but realistically the fastest way forwards.

On the positive side, this means that people will see constant improvements.

There are new areas that will need to be created after the website is available, including:

- Climate Emergency
- Ecology
- Footpaths
- Trees

The content within the current community pages is being migrated across into the new site structure.

The community pages will include text informing users that the section is being reviewed and redeveloped. Much of the content has not been updated for many years and needs to be reviewed and updated.

The key activities that need to be undertaken by the PC includes:

- Definition of the Report It contents
- Definition of the layout of the new Home Page
 - Presentation
 - Content
- Definition of the layout of each of the key main secondary pages
- Confirmation of the colour scheme

A main underlying principle is to attempt to provide a website where users do not need to use the menu as a rule.

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3.2. New Website Domain Name

The PC needs to decide on the domain name to use for the new website - whether or not to use the current domain name (www.freshfordvillage.com).

If the current domain name is used for the new website when it goes live, then the old website will no longer be accessible. It would be useful to have the current website remain for historical access for a period of time and to be able to refer to it for any missed information.

If a new domain name is used for the new website, such as www.freshford.org.uk (which is in line with many other PCs), then the current website will continue to be available for PC use, but it can be hidden from the general public who could be provided with a 'holding page' with a link to the new site. Some knowledge of Google Sites is needed to achieve this.

Request: The PC agrees to using a separate URL as the address for the new website – probably www.freshford.org.uk.