

**Item 9: Update on the Website Review**

1. It had previously been agreed that the current SASIG website needs a complete overhaul for a variety of reasons including the following:
  - a tired and out-dated appearance,
  - not very user-friendly,
  - an unusable Library section
  - content for non-members was limited and not easy to access.
  
2. The web site is crucial to SASIG's online presence and therefore to achieving the more prominent profile that the Group needs to influence policy makers and to disseminate information and insights to its members, affiliates and partners.
  
3. Cllr Artus has been liaising with Rebecca Crawford (Northpoint) on this project that was approved by CAG and work had been progressing satisfactorily. Then in October, the SASIG web host - Orwell Solutions - who had prepared a brief for this work and commenced it informed the Secretariat that it would not be able to complete the contract and gave notice of withdrawal. This resulted in a search for a replacement designer with a key requirement being that the final design would remain in Wordpress (so that the Secretariat could keep it updated easily themselves) and that the work undertaken by Orwell to that point would be utilized rather than wasted.
  
4. Northpoint prepared a brief for the residual design work, which was cleared with the Chairman, and sent to Coalface, Chalk and Cllr Shaw to look into alternative designers working out of Norfolk. It was agreed in the w/b 6th November that Coalface based in Newcastle will be commissioned to complete the design. The total cost, encompassing the work of both Orwell Solutions and Coalface is expected to be £3,300 + VAT.
  
5. There was also discussion at the last Chairman's Advisory Group in connection with the website review about the possibility of differentiating the level of access allowed within the site to facilitate the introduction of different membership categories. It was finally determined there would be three levels of access:
  - Public and media.
  - Associate members (likely to be required to pay an annual charge of between £50-100) and designated partners.
  - Full members (and sponsors).
  
6. The website has also been seen as the key to securing greater circulation for SASIG's monthly newsletter, a trailer for which will be sent to affiliates,



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selected partner organisations and other important stakeholders - including relevant MPs and LEPs - with links to a non-public section of the website. The Secretariat's aim is for this to be introduced by the end of the year.

7. Finally a new logo, compatible with the new website, has been approved and is being rolled out across SASIG communications, including these meeting briefing papers.

**Secretariat  
8 Nov 2017**