

## **Item 8: Update/discussion on website review and actions**

**Decision requested: that SASIG approve the ongoing review of the website and that any costs are accounted for within the approved budget of 2017/18.**

It has previously been agreed that a review of the SASIG website is needed for a variety of reasons including:

- inherited from Surrey CC - not our own design or specification, making some changes/upgrades difficult
- old version of Wordpress
- not user-friendly
- tired and outdated appearance
- library section unusable
- not much content for non-members to see/access
- possible cause for low key member inter-action
- location of documents of some documents can be unclear

The review process began with a meeting between Cllr Artus and Rebecca Crawford from Northpoint on 28th March. Following this meeting, both participants produced a set of notes from which Rebecca put together a brief ready to send to the website agency upon approval. (See below).

Main conclusions arising from this meeting are that the website:

- needs a rebuild rather than tweaks to current site;
- should be easy to navigate with obvious headings, etc;
- should have a clean and uncluttered appearance with good imagery;
- needs to appeal to non-members as well as members.

A brief for the new website is attached.

Rebecca has taken the lead on this and will continue liaising with Orwell Solutions to look at ways of helping to improve the site and its content on a cost-efficient basis and with the full approval of CAG. Likely costs are of the order of £3,500.

### **Newsletter:**

Additionally it was decided that the monthly Newsletter was too long and should only contain items relevant and of interest to SASIG members. It should also include Editor's highlights and key milestones. Some of the Newsletter actions regarding the Newsletter that arose out of this meeting, such as changes to some



of the section headings and personalising the newsletter with recipient names, have now been taken forward. It will continue to be monitored and reviewed on a regular basis.

## **Website Design Brief for SASIG**

**6 April 2017**

### **Introduction**

SASIG needs to redesign and redevelop its website, see: <http://sasig.org.uk>

SASIG is a group of Local Authorities from across the country with an interest in strategic aviation issues (usually because they have an airport in their region). The members work to ensure that UK aviation policy is implemented in a manner that reconciles economic, social and environmental issues.

SASIG was originally formed in 1999 on the basis of a recognised need for national collaboration to deliver a co-ordinated voice for Local Authorities. A mechanism through which to achieve this was as a 'special interest group' of the Local Government Association. The driving priority was to have national representation, not just a London-centric position.

SASIG Local Authorities now represent a population of around 11 million people, more than a fifth of the total population of England.

### **Site Aim**

The website should:

- Make relevant information easily accessible to members
- Engage non-members with SASIG

### **Project Objectives**

The current SASIG website looks old-fashioned and tired, the imagery is not engaging and the content lay-out is confusing and offers little for non-members of SASIG. The homepage specifically needs re-working to increase engagement. The site is not mobile-friendly.

We want to improve the look and functionality of the website:

- It should look clean, light, modern uncluttered and enticing.
- It should be easy to navigate with obvious headings, simple text and bullet points.



- We should increase engagement and utility to members as well as increasing the content and interest for non-members.
- We would like to make documents easier to find and allow more detailed monitoring of usage.
- It should feature attractive aviation imagery, possibly rotating.

### **Target Audience**

- Local Authority Members of SASIG - Councillors, senior management, strategic planners, transportation managers, environmental officers etc.
- Other LGA authorities (non-members) with an airport in, or materially affecting, their area and hence a need to deal with either direct or indirect issues arising from this.
- Non LGA external organisations with an interest in SASIG's activities and views and the impacts of airports (positive and negative) at a local/city/regional level (e.g. Parish Councils, local community groups, airport consultative committees, local media, NGOs etc)

### **Call to Action**

We want to encourage non-members to become members of SASIG.

The non-members section of the site should contain enough content to provide some interest and get them engaged with the site whilst acknowledging that certain information is only for members and encouraging them to contact SASIG to find out about becoming a member.

Perhaps we could (*for discussion with designer*):

- Move member section to a tab rather than constantly on left side of page which makes the site look less 'members only'
- Provide a tab for Local Authorities interested in membership or for others with affiliate status (eg Parish/Town Councils. Consultative Committees, sponsors)
- Have a floating box/landing page which appears upfront on accessing the website and asks whether you are a member or not. If yes, click through to member content, or if no just view the website.

They should email SASIG or fill in the enquiry form (**tbc**) for more information.

### **Specific Requirements of the New Site**

The site should portray SASIG as:

- Informative about aviation issues



- Engaged with Government/industry bodies on aviation issues
- Professional

### **Size of the website**

The website will be similar to its current size but with a few additional pages.

### **Content**

- We're happy with some of the content on the existing site, and much of it will form the basis of the new site, however we plan to go through all the pages and do a content audit, reduce the copy in some sections, merge others, drop some pages altogether and add some new ones in.
- We will provide a list of pages we would like on the site and envisage a click through depth of up to five layers.
- We have some suitable aviation images which could be used (usage free) and could ask our Local Authorities for photos of their specific airports.
- Members should see the site as a useful resource for aviation-related information and documents and a tool for keeping them updated with current issues in the sector.
- It should also inform them of SASIG news, meetings and publications.
- It should have more obvious click-throughs to other key sites (e.g. DfT, CAA, TSC, AoA, RABA)

### **Functionality**

- We would like to achieve a simple search facility for the library which can retrieve any of the documents posted on the website as well as any others which might be loaded separately onto the library.
- The site should be mobile & tablet friendly.

### **Updating content**

We need to be able to update the content on a regular basis in-house and will need it to be built on a platform which can enable this.

### **Analytics**

We would like to be able to track who visits the site and where they go within it.



**SASIG Meeting**

6 July 2017

**Online marketing**

- Social media – we have discussed building a Linked-In page for SASIG so we may need this integrated into the website, tbc. Please provide a (separate) quote for build of a branded Linked-in page.
- Email – please provide a (separate) quote for creating a branded template for Mailchimp, that we can use for our monthly newsletters and other member communications.

**Required response**

**Please provide costs for:**

1. Initial build of the website and specify number of creative options that will be proposed.
2. Ad hoc maintenance and support as required (*Regular site updates will be made by Northpoint Aviation on behalf of SASIG. But support may occasionally be required, especially in the initial stages with the new site*)