

# **Littlehampton Town Council**

## **Website Policy and Guidance**

### **1. Introduction**

The purpose of this document is to define responsibilities regarding the content and maintenance of the Littlehampton Town Council website.

Overall responsibility lies with the Communications and Marketing Manager who will have ultimate responsibility for ensuring Town Council staff maintain the content of the website and that the website works.

### **2. Website Aims and Objectives**

Through the Website the Council will actively promote the services it delivers and use it to increase its presence in the community and become a reliable and trusted information provider.

### **3. Responsibilities**

- 3.1 The Council and employees managing the Website must observe other relevant Council Policies which cover roles and responsibilities, namely the Information Technology and Telecommunications Policy, Code of Conduct, Community Engagement Policy, Equal Opportunities Policy, Data Protection Policy, Photography and Filming Policy, Press and Social Media Policy and Privacy Notice.
- 3.2 The Communications and Marketing Manager's function is to manage the Website, adding, deleting, and editing material as required. The responsibilities of the Communications and Marketing Manager will include writing and updating Website policies, the development of the website as needed to conform with the Council's communication strategy and deliver its objectives, the prioritisation of website development tasks, overview of the content including ensuring that staff have been trained and have access to their pages for editing. The Communications and Marketing Manager will also offer support to colleagues with general troubleshooting as well as deal with public complaints related to the website, its policies and its content. The Communications and Marketing Manager is the point of contact for Webcurl (website host and developer).
- 3.3 The Communications and Marketing Manager will work with Managers to establish their requirements and identify areas of development including team responsibilities and content/navigation needs. The maintenance and editing of pages will be carried out by the Communications and Marketing Manager in addition to other staff

members who have access to their own pages for editing (assigned users). Requests for access shall be directed to the Communications Manager.

#### **4. Website Content**

4.1 Subject only to the requirements of law, the Council has the right to determine what should or should not be included on the website.

4.2 The Website will contain material that arises from Council business such as Committee Agendas, Minutes, Policies, Councillor Contacts and factual information about the Council and Councillors.

4.3 It may also contain other information deemed relevant to residents, visitors and the business community, this may include reports, surveys etc.

4.4 The following guidelines must be observed:

- Ensure that the information shared has a purpose and is clear. Do not use abbreviations if possible.
- Content and images must not be offensive, discriminatory or derogatory relating to sex, gender, race, disability, sexual orientation, religion or age.
- Content must not disclose confidential matters or criticise colleagues, Councillors or Council decisions or bring the Council into disrepute.
- Content must only include personal details if the individual has granted permission. Images of young people can only be used when permission has been granted.
- Content must not breach copyright by using content without permission i.e. an image pulled from an internet browser.
- Content must always remain politically unbiased.
- Content cannot make reference to party political issues.

4.5 Archival material will be available on the website as per the table on page 3. It is the responsibility of assigned users to ensure that their sections are up to date and that the files on the Content Management System (CMS) reflect the policy. Files no longer needed must be removed from the CMS by the assigned user and the Communications Manager notified of the changes.

Section	Type of Content	Display Period
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<b>Committees</b>	Meetings and Agendas	Current Council and previous Council (minimum 4 years and maximum of 8 years)
<b>Finance</b>	Annual accounts, budget, expenditure over £500	Current year plus 6 years
<b>Grants</b>	Grant Aid, Service Funding Agreements, Small Arts Grants, Southeast in Bloom Grants, HAS Grants Sports Grants	Current Council and previous Council (minimum 4 years and maximum of 8 years)
<b>Mayor</b>	List of past Mayors	Indefinitely
<b>Merit Awards</b>	List of past winners	Indefinitely
<b>News Items</b>	Council business including events, consultations, tenders, elections, museum news	5 years except events - event press releases promoting the date and programme must be unpublished within a month of issue to avoid confusion to website visitors
<b>Sports Forum</b>	Agendas and Minutes	Current year
	Sports Awards winners	Current year plus 6 years
	Sports Excellence Grants (sits under Grants page)	Current Council and previous Council (minimum 4 years and maximum of 8 years)

## 5. eForm submissions

5.1 There are several forms on the website including book the Mayor, book a pitch, make a complaint. The data from each completed form is automatically sent to the

relevant Officer and a copy is kept on the Content Management System, these are called submissions. Submissions will be deleted every 12 months by the Communications Manager or sooner if an individual exercises their 'right to be forgotten'.