

2D Churchill Place
Broughty Ferry
DD5 2ET
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Proposal for update to the Broughty Ferry Community Council Website

Current Status and Issues


- The website is over 4 years old now and is starting to look a little dated. Web technology has come a long way in the last few years and more than 50% of traffic to website is from mobile devices. The current design while readable on a mobile device isn't mobile friendly.
- The site is only updatable by myself, it has no content management system (CMS) which would allow selected users to add news articles and other items of interest, thus keeping the site fresh and interesting to users.
- At the moment there are no social media pages to complement the main website. I believe that a Facebook page could help with the building of more interactive communication with the local community.
- The budget that the Community Council has to spend on developing facilities is extremely limited.

Proposal Details

- Completely redesign the website using WordPress. This technology will allow us to use a mobile-friendly (responsive) design and will also provide a CMS so that once the main structure of the site is developed I will be able to assign user names and passwords to appropriate people so that they can add 'posts' to the site. These posts can be categorised, so for instance someone could upload minutes or agendas to the site, but someone else could add information from the Beach Management committee. An example of how this works on a previous site that I have developed is at <http://elprostatecancersupport.co.uk/news/>
The news posts on this site have all been added by members of ELPCSG. The advantage of this system is that several people can update the site with relevant content, so that information is refreshed more regularly and the site becomes an even more useful information resource which can only help drive regular traffic to it. Another site which I have built along the same lines is the Observatory for Sport Scotland at <http://www.oss.scot>
- I would transfer all existing content to the new structure, unless it was felt that some material could be archived. I also recommend some new graphics/pictures for the site would go a long way to help refresh the look of the pages. When designing the current site back in 2013 Malcolm McCrow very kindly allowed us to use pictures that he had taken for the site, but these are getting a little dated now and some up-to-date pictures of the Ferry would be better. I know the Broughty Traders run a photographic competition every year so I would imagine they probably have a good stock of photos and I wonder if they would be amenable to allowing the Council to use a few of these.
- Once the upgrade to the website is complete I think it would be beneficial to setup a Facebook page. This should be viewed as complementing the main website. It would promote two way

communication boosting traffic to the website and also allow people to communicate with the Community Council via the page in an interactive way. The way to think of the difference between Facebook and the website is like 'Push and Pull'. When you post something on Facebook it is 'pushed' out to the people that have followed the page. When you post something on the website you have to 'pull' people into the site for them to see the content you have posted. Using the two in conjunction "cross-posting" as it is called is a powerful way to reach out to people and can boost the reach far more than either method alone. For instance when an agenda or minutes are added to the website, you can post a link to them on Facebook so that people get a notification about it.

- Being a member of the Broughty Ferry community myself, I would like to contribute my bit and therefore I am happy to reduce my fees considerably and split the cost over several years so that the redevelopment of the website and additional social media facilities can be built now within the budget that the Community Council has available. My current maintenance rate is £250 a year. If the Council were able to increase that to £375 a year for the next 4 years then we could proceed as I have detailed in this proposal. I would imagine that most of the work on the website would take place in the first year, but I would be available to help and support as I do now at any time. The idea with building a site using a content management system is that it becomes self-supporting in time, so after the contract period is finished I would envision that costs could be reduced substantially.



Lesley Duncan