

**Winsley Parish Council – Communications Advisory Group Report
1st March 2022**

Community Website.

The new website has bedded in well with both Selina and John finding it very straightforward to maintain.

There have been a couple of questions raised with the developer who responded immediately.

It has been promoted using The Winsley Weaver, Facebook and community notice boards.

An initial analysis of users (hits) will be undertaken during March.

The Winsley Weaver

Concern has been expressed by the Weaver Team about the impact the new website might have on their advertising revenue.

As a result, Cllr John Barnes met with them to understand concerns and offer reassurance.

Their major concern is that the new website is such that it will attract advertisers away from the Weaver so cutting off revenue.

They cited the BoA Council Website which aggressively promotes business advertising. Assurance was given that this is not going to be the case with the Winsley Website. It is restricted to Winsley businesses and aims to act as a Directory.

Agreed that on the website we would create a reference to the opportunity of advertising in the Weaver on the Business Page.

They will look at Winsleybay (Facebook) as a source of potential advertisers.

We will add a news item to the website about Weaver Subscription Renewals, link to the subscription form and a News banner for a couple of weeks.

They will update their posters on the noticeboard (currently 2021/2) this is in hand.

In the event of any new business asking to be added to the website we will let the Weaver know.

Winsley PC agreed actions have been implemented.